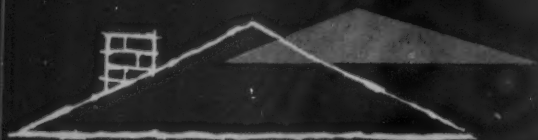


DECEMBER 1960

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SOUTHERN

BUILDING SUPPLIES

SERVING DEALERS AND WHOLESALERS IN 18 SOUTHERN STATES

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Ann Arbor Mich

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to head NRLDA

page 37

Remodeling can help
compensate
for building decline
page 39

Try 'relatedness'
principle
to bag more business
page 40

How's your ad budget?
page 45



W. B. ('WINDY') OLDHAM, President
National Retail Lumber Dealers Association



These warehouses — **CENTRAL** at Bristol, **DEALERS** at Knoxville, **HASSINGER** at Greensboro, and **RESERVE** at Chattanooga are **YOURS!** **YOUR** rent-free warehouses with over \$1,000,000.00 of quality, nationally advertised, *preferred building materials*. The plants indicated above represent only a few of the hundreds whose products we stock for you. Within minutes you have the same immediate availability of stocks as if they were right there in **YOUR** yard! This **ONE-STOP** service for most all your building materials and products provides simplified purchasing . . . lower transportation cost . . . plus ready-in-stock constant availability that assures you ample supply in sizes and quantities you need *when you need it!* No more costly delays in delivery and no market

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December, 1960

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In This Issue

Texan Elected to Head Nation's Dealers	37
Remodeling Compensates for Home-Building Decline ..	39
"Relatedness" Is Floridian's Winning Principle	40
Hobbyists Provide "Duck-Soup" Market	43
Add Spice to Your Space	45
Flooring System Offers Savings	47

Regular Departments

Association Directory	4
Better Ways	5
S-B-Significant Trends	8
Industry News	10
Convention Calendar	21
Moving Up in the Industry	49
Manufacturer News	50
Product Parade	52
Silent Salesmen	58
Dealer News	60
Strictly Wholesale	61
Helpful Booklets Free	68
Advertisers Index	74



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SOUTHERN AUTOMOTIVE JOURNAL

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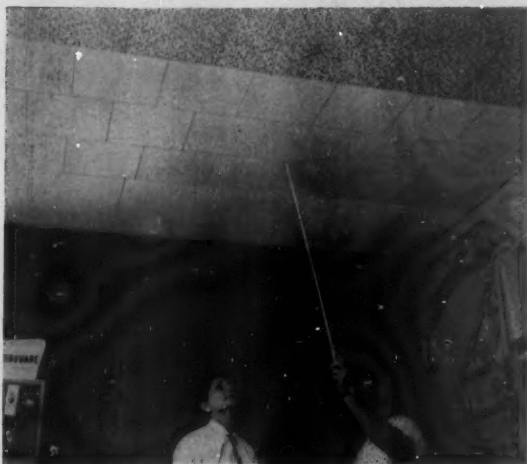
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Tysons Corner, Va.

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We usually question the customer about where he plans to install it — living room, dining room, recreation room, kitchen, or bedroom. And then we recommend the type best suited to his needs, pointing out that a sound-reducing tile may be best for the basement recreation room, while a more decorative tile is better for the living room.

On wall paneling jobs, we talk up ceiling tile and frequently a tie-in sale results. Our average ceiling tile sales monthly amount to between \$75 and \$100. We carry a small inventory consisting of only a few boxes, because the item can be picked up locally very quickly.

Our seasonal direct mail on ceiling tile consists mainly of factory literature sent in about 300 monthly statements.

Got A Good Idea?

\$7 will be paid for every better way, time-saver or shop short-cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Building Supplies, 806 Peachtree St., N. E., Atlanta 8, Ga.

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SASH BALANCE and weatherstrip combination

many designs available in

**ANODIZED
GOLD ALODIZED
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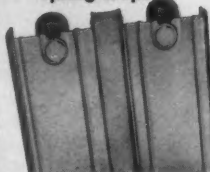
Variable tension rods balance different size sashes

Beaded spring covers for smooth operation with no snagging

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Smooth jamb liner — no rivets or double thickness of metal to bind sash

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spring loops



BUILT FOR LASTING SATISFACTION



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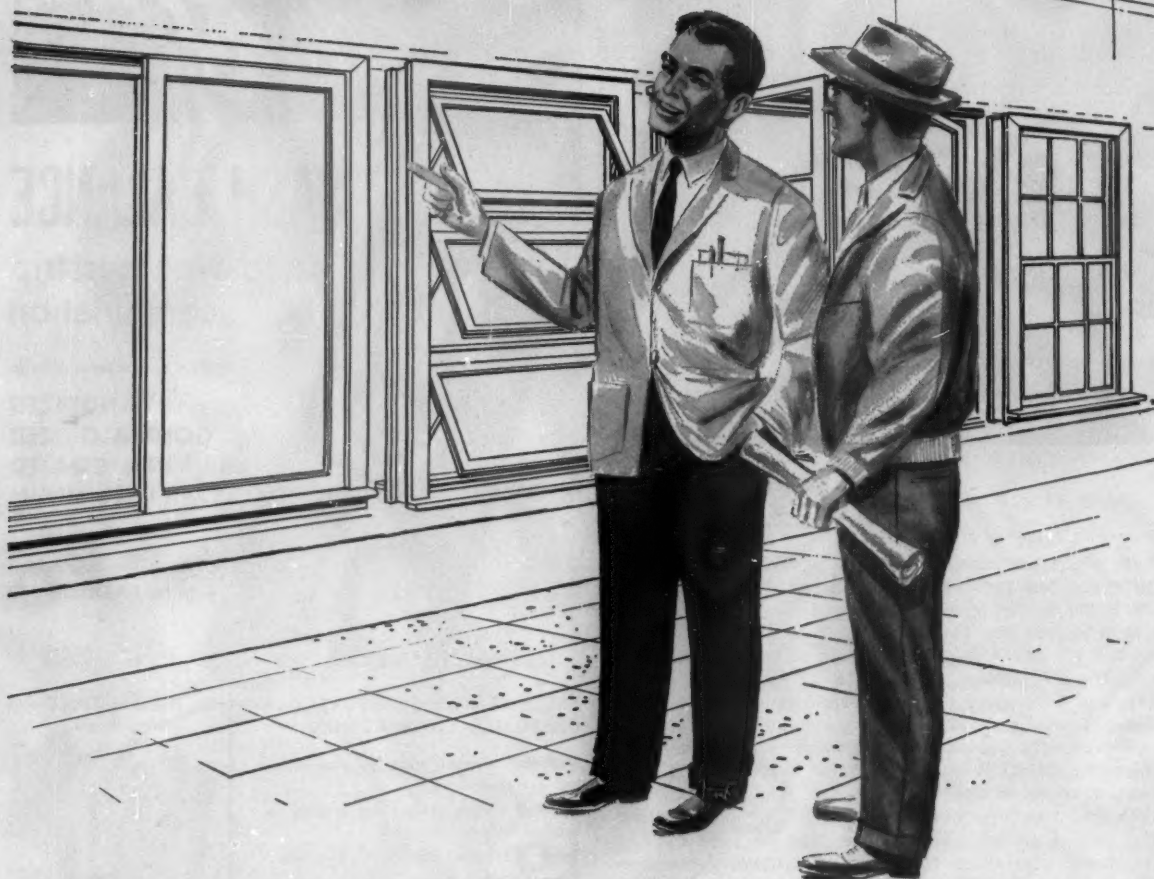
Modern sweep-over type threshold is completely water proof, protected at all floor contact points with long-lasting vinyl. Send for catalog 57B.

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Increase your volume and profits, and sell with less effort. Insist your supplier give you wood window and door units equipped with Metalane weatherstrip.

Monarch produces only weatherstrip for leading window and door manufacturers and jobbers.

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World's Largest Weatherstrip Manufacturer
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To give your customers the quality they want...

Western Pine Association scientific seasoning

Attention to the type of wood being seasoned, the time of the year, where the wood came from, its thickness, its species, the type of kiln—all these affect seasoning time—all these have a bearing on a wood's standard of quality.

At WPA member mills, seasoning is controlled scientifically so that lumber quality will live up to the rigid standards of the Association. The attention to proper stacking of the lumber and to the kiln controls by experienced operators gives you the quality lumber your customers recognize. They know when they see the WPA mark of quality on lumber, they are getting the best. For more information, write Western Pine Association, Yeon Building, Portland 4, Oregon.

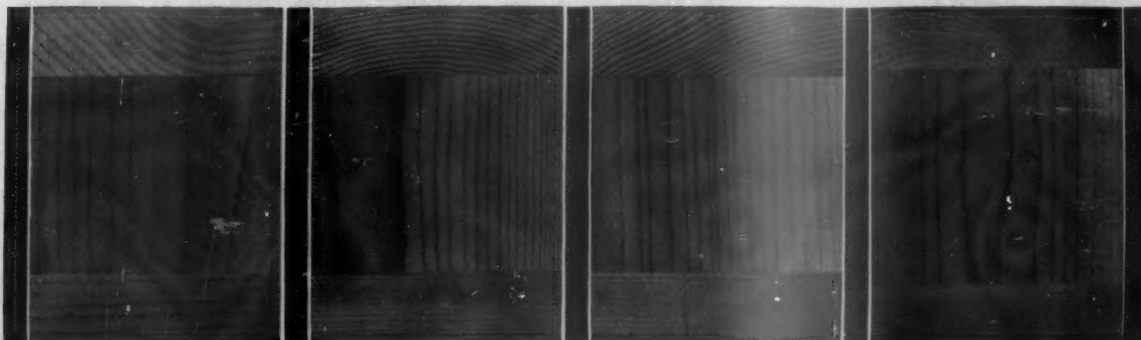


Western Pine Association

member mills manufacture these woods to high standards of grading and measurement... grade stamped lumber is available in these species:

PONDEROSA PINE / IDAHO WHITE PINE / SUGAR PINE
DOUGLAS FIR / LARCH / WHITE FIR
ENGELMANN SPRUCE / LODGEPOLE PINE
INCENSE CEDAR / RED CEDAR / WESTERN HEMLOCK

TODAY'S WESTERN PINE TREE FARMS ARE GROWING TOMORROW'S LUMBER



SUGAR PINE—this versatile wood possesses famed workability. Outstanding for architectural millwork and moldings. Its natural beauty and adaptability make it ideal for interior woodwork.

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LODGEPOLE PINE—an ideal interior wood paneling with small, tight knots and a satiny finished surface. Handles easily and holds nails well for sheathing, siding and subflooring.

S B SIGNIFICANT TRENDS

December 1960

ONE OUT OF EVERY EIGHT LUMBER AND BUILDING SUPPLY DEALERS active today started in business in the last four years. There are nearly 10,000 more dealers today than there were in 1948. Of all dealers, 36.9 per cent reportedly are now engaged in building, while nearly four out of 10 are doing remodeling. These facts were reported recently by the National Lumber Manufacturers Assn.

SECRET TO UPTURN IN HOUSING SALES AND STARTS, more and more industry leaders insist, is better value to woo choosy buyers who insist on quality — at a price builders can only offer by tight cost-control and hard selling.

Sounding off on subject recently was Vice-President Walter Hoadley of Armstrong Cork (a former Federal Reserve economist): "The route to higher volume in new home building is to be found in better values and more effective market-price-financing mechanisms, not in further federal subsidy or control."

Maintains outgoing President Oscar R. Kruetz of the Nat'l League for Insured Savings Assns.: "From here on out, industry ingenuity will play a far greater role in making housing markets than easier credit by government."

"Those interested in keeping home building at pace comparable to record in postwar years may now have to find ways other than financing techniques to energize their market. Perhaps more attention will be given to construction costs and home design," iterated Executive Vice-President Norman Strunk and Economist Leon T. Kendall of U. S. Savings & Loan League.

Despite these warning night-cries, Democratic housing leaders in Congress plan to start big push in January for a massive new injection of federal credit subsidies to build "middle-income housing."

LUMBER DEALERS WITH KITCHEN DEPARTMENTS continue to rank second only to kitchen specialists as the best retailers of wood kitchens. Appliance dealers rank third; lumber dealers without kitchen departments, fourth; plumbing dealers, fifth; and department stores, sixth. These figures and facts were recently released by the National Institute of Wood Kitchen Cabinets.

WATCH THAT SOARING FEDERAL PAYROLL, cautions Senator Harry F. Byrd of Virginia, chairman of the Joint Committee on Reduction of Nonessential Federal Expenditures, and long-time advocate of economy in government.

Cost of civilian personnel in Executive Branch of the federal government reached an all-time high in fiscal year ending June 30, 1960. An average of 2,386,345 civilian employees were on the '60 federal payroll totaling \$12.6 billion — over \$1-billion per month. This constitutes a \$1.6-billion increase over 1957, although there were 8,000 more employees in that year.

A BETTER FIBRE PIPE



...at NO extra cost!

Here's extra strength and durability—*without extra cost!* Sonoco DUROPIPE Fibre Pipe is produced through the new and exclusive FIBRE-LOK process. This method uses many laminated layers of tough, uniform fibre which builds a pipe wall of tremendous strength—highly resistant to crushing and flattening. DUROPIPE is so overwhelmingly superior to ordinary fibre pipe that a *new* Commercial Standard (CS 226-59) was created... setting a new standard for quality and strength in the fibre pipe field!

Sonoco DUROPIPE is economical, easy to install and made to last longer. Compare and you'll choose DUROPIPE—your best buy in fibre pipe. See your dealer or write for complete information.

COMPARE! DUROPIPE greatly exceeds quality test requirements of both Commercial Standards

TEST*	CS 116-54 Homogeneous Fibre Pipe	CS 226-59 Laminated Fibre Pipe	DUROPIPE** Laminated Fibre Pipe
Crushing Strength	1100 lb per ft min.	1250 lb per ft min.	2370 lb per ft min.
Water Absorption	2.0% gain max.	2.0% gain max.	0.55% gain
Beam Strength	2200 lbs min.	2200 lbs min.	2920 lbs
Flattening (change in dia.)	3.0% max.	2.0% max.	0.74%
Axial Crushing Strength	Not specified	13,000 lbs min.	16,250 lbs
Coupling Crush Strength	370 lbs min.	420 lbs min.	798 lbs

*Using nominal Size of 4 inch Pipe.

**Results obtained by nationally-recognized, independent testing laboratory.

ORDER THE SIZE YOU NEED

(All pipes shipped in full standard length specified. Sonoco DUROPIPE comes in standard 10' lengths of 2", 3", 4", 5", 6", and 8" diameters—also 5' lengths of 4" dia. only. One tapered sleeve coupling with each length. Perforated type in 10' lengths, 4" dia. only—one snap coupling with each length.)



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BITUMINIZED FIBRE PIPE

(Complies with Commercial Standard CS 226-59)

SONOCO PRODUCTS CO. • HARTSVILLE, S. C.

1990

SOUTHERN BUILDING SUPPLIES for DECEMBER, 1960

For more details on above items, use Coupon on Page 69

9

INDUSTRY NEWS

Manufacturers, Wholesalers, Associations

Texan W. B. ('Windy') Oldham Elected NRLDA President at San Francisco

W. B. ("Windy") Oldham of Dallas, Texas, was named president of the National Retail Lumber Dealers Assn. at the 7th annual building materials exposition in San Francisco in November.

Oldham, as new NRLDA president, will succeed Paul DeVille of Canton, Ohio, on January 1.

Other top officers elected at the annual convention were: W. L. Johnson, Boise, Idaho, first vice-president; Leslie E. Everett, Colorado Springs, Colo., second vice-president; H. R. ("Cotton") Northup, Washington, D. C., executive vice-president; John W. Dain, Mahopac, N. Y., treasurer; and Edward H. Libbey, Washington, D. C., secretary.

Oldham is president of the Oldham Lumber Co. in Dallas. He was president of the Lumbermen's Assn. of Texas in 1947. (For a complete Oldham profile, see



"Windy" Oldham

"Meet the Texan Elected to Head Nation's Dealers" on page 37 of this issue.)

Purdue University Opens BIMl Education Center For Dealers, Salesmen

First complete educational center for building material merchants and their sales employees—the Building Industry Marketing Institute — has been established at Purdue University's Division of Adult Education in West Lafayette, Ind.

Program will start with semi-annual five-week courses, first extending from January 9-February 10. Courses will cover general management, sales management, estimating, product selling, and big ticket end-use package merchandising.

Building Industry Marketing Institute merges two well-established programs which have been operating independently. This includes the ten-year dealer training program, sponsored by both Indiana and Illinois Building Material Dealers Associations under direction of Robert L. Craft and Ed Sembell; and management workshops headed by Arthur A. Hood under auspices of *American Lumberman* magazine.

Institute's curricula have been designed to provide sales personnel from retail lumber and building supply firms with finest educational material available, enabling them to meet ever-increasing public demand for expertness in fields of new home construction, home improvement, farm building, and repair.

Florida Assn. Changes Name

Florida Lumber & Millwork Assn. directors recently voted unanimously to rename their organization Florida Lumber and Building Material Dealers Assn., Inc.

Families Use FHA-Loans

Half-a-million families are reported to have used FHA-insured loans to remodel and repair their homes during first six months of 1960.

Southeast Building Costs Rise 1% in 6-Month Period

Construction costs in eleven Southeastern states, plus District of Columbia, rose one per cent between April and October of this year, F. W. Dodge has reported.

The eleven states are: Maryland, Georgia, Alabama, North and South Carolina, West Virginia, Tennessee, Mississippi, Florida, Kentucky, and Virginia.

This one per cent increase is based on an averaging of building materials prices and hourly wage data sampled in 29 cities in the area. Twenty-two of 29 cost-sampling cities reported increases of between one and two per cent; seven cities reported no change.

Though construction costs have not risen spectacularly in the Southeast during the last 12 to 18 months, there is every indication the rate of increase will speed up during the coming year.



PRESIDENTIAL TREE—Ninety-foot Douglas fir from Oregon forests will be center of attention when President Eisenhower lights official tree for Christmas Pageant of Peace. "Perfect" tree, selected recently by State of Oregon foresters, was found on timberlands of Georgia-Pacific Corp. near Springfield. Pageant, established after World War II, is administered by private individuals as non-profit activity. Officials attempt to provide White House with each year's tree from different section of the United States.



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RIDGE
GLASS



Rudiger-Lang Co.

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CORPORATION

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MAYWOOD, INC.



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DAP



Century

STAIRS



Unique

John Day Fine Tile



Security
SINCE 1940



KNOWN BY THE COMPANIES WE KEEP!!



A glance at the trademarks surrounding this ad will show that we offer you the best lines of quality products, allowing you to operate with a minimum inventory investment.

Our own fleet of trucks serves the building material dealers throughout the heart of the south.

A complete line of glass and related products, including store front installation; available through our glass division.

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WHOLESALE
BUILDING MATERIALS AND GLASS

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KNOXVILLE
MEMPHIS
NEW ORLEANS



PLYWELSH



Dealers, Wholesalers, Manufacturers Convene At 'First' Joint Meeting

Building supply dealers must come to depend more on their own sales ingenuity and personalized service — and less on assistance from their wholesalers and manufacturers — to compete successfully with today's cash-and-carry merchants.

That, in effect, was a leading point driven home to southwest Georgia dealers, wholesaler-personnel, and manufacturer-representatives at an intra-industry dinner-meeting, sponsored by the Building Material Merchants of Georgia at Radium Springs, Ga., on October 25.

Furthermore, dealers must speak out in their own behalf by joining and actively supporting their local, state, and national retail associations, it was unanimously agreed.

First Meeting. The meeting — reportedly the first of its kind among Georgia lumber dealers and wholesalers — essentially was patterned after those regularly sponsored by the Southwestern Lumbermen's Assn. in Missouri, Kansas, Arkansas, and Oklahoma.

Heading up a speakers' panel were Ed Addison, Addison-Rudesal, Inc., Atlanta, for wholesalers; Bernard Reeves, Smith Lumber Co., Albany, for dealers; and Bunchy Fowler, Southeastern sales manager, Armstrong Cork Co., Atlanta, for manufacturers. Each had liberal opportunity to lay on the line what one particular industry should expect of the other. BMMG President B. I. Thornton of Cordele moderated discussion.

Maintains Vigilance. In behalf of wholesalers, Addison said his company was vigilant in maintaining a policy limiting sales to

At BMMG's initial intra-industry meeting, these program participants spoke out on position of their own particular industries in dealer-wholesaler-manufacturing picture. They are (l to r) Ed Addison, Addison-Rudesal, Inc., Atlanta; Bernard Reeves, Smith Lumber Co., Albany; Bunchy Fowler, Armstrong Cork Co., Atlanta; and BMMG President B. I. Thornton, moderator, Cordele.

qualified building supply dealers. "Wholesalers must stock only quality materials," he said. "Direct consumers long will remember quality after bargain material and price are forgotten." Addison emphasized that wholesalers must, in most cases, depend on dealers to clue them in on their specific needs for personnel-training and product promotion at any given time.

By **SID WRIGHTSMAN JR.**
SBS Editor

From dealers, Reeves called for more sales ingenuity and "less griping about competition." "A banding together of dealers in such associations as this can get things accomplished," he asserted.

Armstrong Cork's Fowler outlined his company's "Five-P Policy" in behalf of wholesaler-customers and their dealers. These, he said, include Good Policy, Good Personnel, Good Plant Capacity, Good Promotion (both internally and externally), and Consistent Progress. Observance of such policy, he predicted, could bring increased profits to all concerned.

Floor Discussion. In a to-the-point floor discussion which followed, a Georgia brick manufacturer charged that dealers too often let product displays fall into utter disrepair, a situation that discouraged many producers.

One wholesaler-salesman opined that cash-and-carry operators in



Obviously appreciating program speaker's remarks are (l to r) Milton E. Dosier, Dayton, Ohio, and James W. Nesbitt and Graham Dosier Jr., both of Albany.



President Derry Burns of Burns Brick Co., Macon, right, listens intently to BMMG President Thornton's program summation.

the state, via blatant newspaper advertising, actually had helped retail dealers by making the public more product-conscious. The retailer, he added, must aim at getting a bigger share of consumer-dollars by no other way but sheer "bush-beating." Searching for business and offering more personalized service than the next dealer will pay off immediately, he insisted.

In conclusion, BMMG President Thornton admitted that dealers must be willing to learn new methods, have courage to put them to work, and then use them constantly and consistently.

It was announced that similar intra-industry meetings among building supply dealers, wholesalers, and manufacturers in other parts of the state were "under consideration."

Stanley's Sherrill Dies

Nelson B. Sherrill, general sales manager of Stanley Building Specialties, division of Stanley Works, North Miami, Fla., died recently after three months' illness. Sherrill spent his entire career in sales, having served as division general sales manager since 1959.



TAKE OUT THE "BUGS" BEFORE YOU BUILD

"Bugs" which develop during construction can usually be ironed out. It's after the building is erected and real honest-to-goodness bugs, such as termites and other wood destroying insects, show up . . . that problems really start.

Primary factors which set up the conditions conducive to insect and decay attack may be moisture, high humidity, nearness to soil or masonry contact. Whatever they are, the damage is done and wooden members of

the structure are susceptible to failure.

One sure way to build in protection against termites and rot is to specify Wolmanized® pressure-treated lumber. This chemically protected lumber is first choice of architects and builders throughout the country because it has proved itself through decades of trouble-free service. It has the added advantages of being clean, paintable, fiber-fixed and non-corrosive.

Wolmanized lumber is economical protection, too — costs only pennies

per board foot more than unprotected lumber and gives decades of safe, certain service under all conditions.

.....

The full story of Wolmanized pressure-treated lumber, how it is produced, where to use it, how to specify it and where to get it, is detailed in a 16-page booklet, "Safeguard Building Dollars". Write for your copy to:


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Wolman Preservative Dept.
Koppers Company, Inc.
756 Koppers Bldg., Pittsburgh 19, Pa.

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PRESSURE-TREATED LUMBER • TERMITE AND DECAY RESISTANT • CLEAN • PAINTABLE • ODORLESS • FIBER-FIXED



Meet Harry Pond, sawye

PALCO—over 90 years of leadership built by people, plant, product

emeritus...

...“Sawyer Emeritus” is a title rather unusual in the lumber industry, but it certainly applies to Harry Pond, a “dean of sawing” if there ever was one. For Harry is a master craftsman in the extremely critical and exacting art of guiding huge logs through the head rig band saws, knowing precisely when and where to signal the cut to get the most choice vertical grain lumber possible from each different log...a task much like that of the skilled diamond cutter.

Harry knows his trade, as a 50-year man with Pacific. Looking toward retirement and more time for his prize horses, he still spends many hours a day in the mills, supervising sawing and quality control, passing on his knowledge to those who follow.

Although sawing is perhaps the most notable, there is hardly a job anywhere in the process of producing quality lumber that does not demand a high degree of individual skill and trained judgement.

You can rely upon the experienced people of Pacific to maintain our more than 90-year tradition of leadership as the dependable source for Architectural Quality *Palco Redwood*—the industry's standard of comparison.

PALCO

THE PACIFIC LUMBER COMPANY

Mills at Scotia, Eureka, and Elk, California

100 Bush St., San Francisco 4, Calif.

35 E. Wacker Dr., Chicago 1, Ill.

2185 Huntington Dr., San Marino 9, Calif.

Member of California Redwood Association

Vanply Sales Department Is Headed by Ted Allen

Vancouver Plywood Co. of Vancouver, Wash., has established a specialties sales department with Ted Allen as manager.

The new department will handle the national sales of hardboard, particle board, specialty plywoods, lauan, along with fir plywood, through distributors and jobbers. It is anticipated that the new specialty products will be marketed under Vanply trademark with Vancouver Plywood acting as a sales agent for selected producers of these items.

Allen comes to Vanply from Los Angeles where he was in charge of plywood sales for a large import firm. He will work in close cooperation with Vanply's import division which is headed by John Vanguard.

Vancouver Plywood Co., now said to be fifth largest plywood sales organization in the United States, represents a number of leading mills in the West which produce interior, exterior, marine, sheathing, hardwoods and specialties.

Workers Fringe Benefits Double in Twelve Years

Employees of 1,064 big and little business firms throughout the country averaged \$1,132 in fringe benefits in 1959, according to the seventh report on fringe benefits by the Chamber of Commerce of the United States. Fringe benefits paid by the 108 firms which had participated in previous surveys doubled between 1947 and 1959.

The 36-page report, *Fringe Benefits 1959*, was issued recently by the Chamber's Economic Research Department.

The Chamber found that employees averaged \$22.80 in fringe benefits for every \$100 in wages. The breakdown shows:

Social Security, unemployment compensation, workmen's compensation, and other legally required employee benefits, \$4.20;

Private pension and insurance programs, separation pay, and other agreed-upon payments, \$7.20;

Paid vacations, holidays, rest periods, sick leaves, and other payments for time not worked, \$9.60;

Profit-sharing payments, bonuses, and similar payments, \$1.80.

Nearly 90 per cent of the companies had employee pension programs.



WESLEY GREEN has been appointed sales manager, Homeshield Products, American Screen Products Co., Chatsworth, Ill. Although his territory comprises all states east of Rockies, he will concentrate heavily in Southwest, Mid-South, and Southeast. Green, who holds degree in ceramic engineering from Georgia Tech, was formerly connected with Hunter-Douglas Div., Bridgeport Brass Co., headquartering in Chicago.

Diamond Portland Cement To Merge with Flintkote

Proposed merger of Diamond Portland Cement Co. of Middle Branch, Ohio, into Flintkote Co. has been approved by Flintkote stockholders. Action also paved way for Flintkote's acquisition of M. J. Grove Lime Co. of Frederick County, Md.

Diamond Portland Cement Co., Midwestern cement producer established in 1892, completed expansion program in 1958 that boosted rated annual capacity of its plant to three-million barrels.

M. J. Grove Lime Co., founded in 1858, is major supplier of lime products, crushed stone, and ready-mix concrete in northern Virginia and southern Maryland area.

Multi-Million Dollar Marts Consolidate at Dallas, Tex.

Consolidation of two proposed multi-million dollar building materials marts at Dallas, Texas, has been announced by project developers. Fleetwood Square project will be abandoned to allow for other later development. Fleetwood developer Edmund G. Peterson will join Trammell Crow in development of Construction Materials Mart. He will become president of Mart upon its completion and will remain as president of Peterson Construction Co.



Who Discovers the Discoverers?

"A professor can never better distinguish himself in his work than by encouraging a clever pupil, for the true discoverers are among them, as comets amongst the stars." CARL LINNAEUS

Somewhere in this mighty land of ours, a gifted youth is learning to see the light of tomorrow. Somewhere, in a college classroom or laboratory, a dedicated teacher is gently leading genius toward goals of lofty attainment. Somewhere the mind of a future discoverer—in science, engineering, government, or the arts—is being trained to transcend the commonplace.

Our nation has been richly rewarded by the quality of thought nurtured in our colleges and universities. The caliber of learning generated there has been responsible in no small part for our American way of life. To our college teachers, the selfless men and women

who inspire our priceless human resources, we owe more than we will ever be able to repay.

Yet how are we actually treating these dedicated people? Today low salaries are not only driving gifted teachers into other fields, but are steadily reducing the number of qualified people who choose college teaching as a career. At the same time, classrooms are beginning to get overcrowded. In the face of this, college applications are expected to double by 1967.

This is a severe threat to our system of education, to our way of life, even to our very existence as a nation. Our colleges need help—and they need it now!



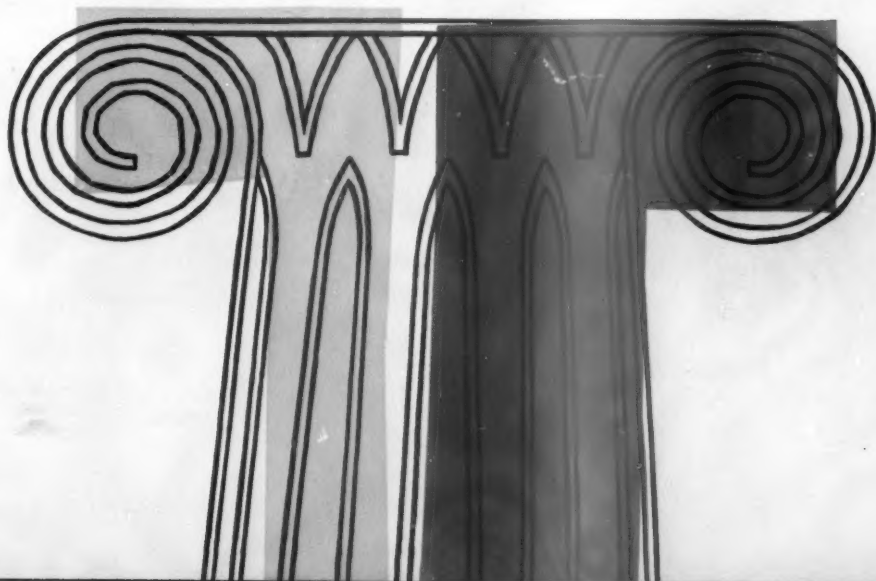
If you want to know more about what the college crisis means to you, and what you can do to help, write for a free booklet to: HIGHER EDUCATION, Box 36, Times Square Station, New York 36, New York.

Sponsored as a public service, in cooperation with the Council for Financial Aid to Education



Americans,

with more money to spend
than ever before, have
created an extraordinary
market for luxury goods . . .



In 1959, Americans spent a record two and a half billion dollars on pleasure boating.



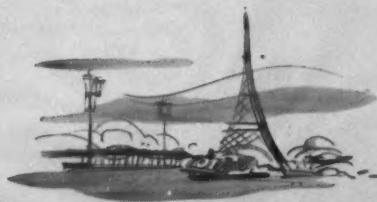
Of all the automobiles sold in this country last year, only eight outsold the Cadillac.



In the last four years, expenditures for *second* homes have multiplied ten times to an estimated billion dollar level.



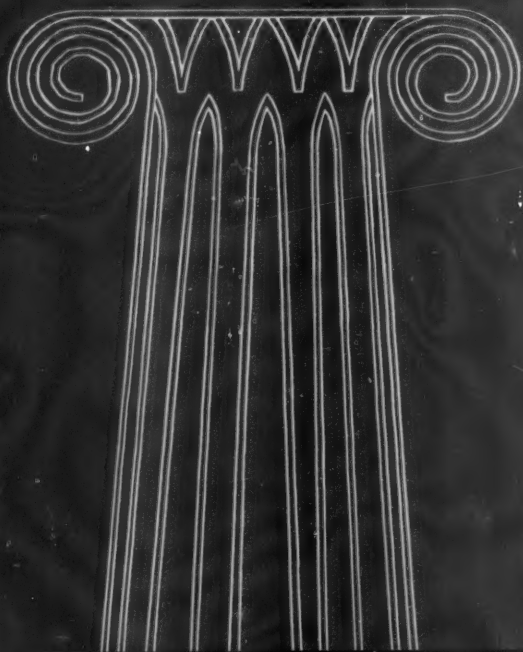
More people are going abroad; spending two billion dollars on foreign travel.



The demand for luxury goods extends into the home, as well, creating profit opportunities for lumber dealers.

That's why Armstrong is announcing a distinguished new luxury ceiling . . .

Armstrong GOLDEN CUSHIONTONE



Armstrong Golden Cushiontone combines the popular textured pattern with a delicate inlay of gold-colored metallic accents. A truly elegant ceiling. Available in a handsome, 32-piece display carton, it will retail for 39¢ per sq. ft. Call your Armstrong wholesaler for samples and full information.

Armstrong
CEILINGS

WHAT HAPPENS WHEN A NATION SPENDS MORE ON GAMBLING THAN IT SPENDS FOR HIGHER EDUCATION?

If you can find any Romans around, ask them. They lived pretty high on the hog in their day. That is, until some serious minded neighbors from up North moved in. The rest is ancient history.

You'd think their fate would have taught us a lesson.

Yet today we Americans spend twenty billion dollars a year for legalized gambling, while we spend a niggardly four-and-a-half billion for higher education. Think of it! Over four times as much! We also spend six-and-a-half billion dollars a year for tobacco, nine billion dollars for alcoholic beverages, and billions more on other non-essentials.

Can't we read the handwriting on the wall?

Our very survival depends on the ability of our colleges and universities to continue to turn out thinking men and women. Yet today many of these fine institutions are hard put to make ends meet. Faculty salaries, generally, are so low that qualified teachers are leaving the campus in alarming numbers for better-paying jobs elsewhere.

In the face of this frightening trend, experts estimate that by 1970 college applications will have doubled.

If we are to keep our place among the leading nations of the world, we must do something about this grim situation before it is too late. The tuition usually paid by a college student covers less than half the actual cost of his education. The balance must somehow be made up by the institution. To meet this deficit even the most heavily endowed colleges and universities have to depend upon the generosity of alumni and public spirited citizens. In other words, they depend upon *you*.

For the sake of our country and our children, won't you do your part? Support the college of your choice *today*. Help it to prepare to meet the challenge of tomorrow. The rewards will be greater than you think.

It's important for you to know what the impending college crisis means to you. Write for a free booklet to HIGHER EDUCATION, Box 36, Times Square Station, New York 36, New York.



*Sponsored as a public service
in co-operation with The Council for Financial Aid to Education*



CONVENTION CALENDAR

JANUARY 15-18: Kentucky Retail Lumber Dealers Assn., Kentucky Hotel, Louisville. Exhibits.

JANUARY 19-21: West Virginia Lumber & Builders Supply Dealers Assn., Civic Center, Charleston. Exhibits.

JANUARY 21-23: Southwestern Lumbermen's Assn., Municipal Auditorium, Kansas City, Mo. Exhibits.

JANUARY 29-FEBRUARY 2: National Assn. of Home Builders, Exposition Center (McCormick Place), Chicago. Exhibits.

FEBRUARY 7-9: Carolina Lumber & Building Supply Assn., Memorial Auditorium, Greenville, S. C. Exhibits.

FEBRUARY 9-11: Home Improvement Products Show (HIPS), New York Coliseum, New York City. Exhibits.

FEBRUARY 15-17: Virginia Building Material Assn., The Homestead, Hot Springs.

MARCH 5-7: Mid-South Building Material Convention, Peabody Hotel and Municipal Auditorium, Memphis, Tenn. Exhibits. (Sponsored by Tennessee Building Material Assn.)

MARCH 9-10: Arkansas Assn. of Lumber Dealers, Hotel Marion, Little Rock.

MARCH 17-18: Kansas Lumbermen's Assn., Lamer Hotel, Salina.

MARCH 26-28: Louisiana Building Material Dealers Assn., Capitol House, Baton Rouge. Exhibits.

APRIL 9-11: Lumbermen's Assn. of Texas, Houston, Sam Houston Coliseum. Exhibits.

APRIL 16-18: Building Material Merchants of Georgia, Corsair Motel, Jekyll Island, Ga.

APRIL 30-MAY 3: Florida Lumber & Millwork Assn., Carillon Hotel, Miami Beach. Exhibits.

Masonite Offers Dealer-Booklet

A "Home Improvement Guide," showing 24 ways to modernize a home, is available from Masonite Corporation for lumber dealers wishing to use the handsomely-illustrated and information-packed booklet as handouts. Ideas for home improvements appear in photos, sketches, and narrative. Included are photos showing remodeled bedrooms, recreation areas, garages, workshops, and other rooms.

here's the new Vulco EXTRUDED ALUMINUM Combination DOOR that will SELL ALL YEAR LONG!



**CUSTOM BUILT IN
4 POPULAR SIZES**

TILT-ACTION

Center glass panel may be tilted for easy cleaning or moved up and down to expose screen panel.

SELF-STORING

Center glass panel may be removed for summer use or stored in door simply by locking it even with top glass panel.

**FAST BECOMING POPULAR
AS THE "SECOND" DOOR IN
THE SOUTH**

OFFERS MANY ADVANTAGES TO HOME OWNERS!

This new Vulco Extruded Aluminum Door serves as screen door in summer and "second-door" in winter to insulate against cold winds, chill and rain. Shipped complete except for glass and screen. Available in 4 standard sizes 2'6" x 6'8", 2'8" x 6'8", 3' x 6'8" and 3' x 7', shipped six doors to carton.

VULCO ENGINEERED FEATURES

- Sturdy extruded aluminum frame, 1 inch thick, is completely assembled with mullions in place.
- Sliding glass panel is Schlegel weatherstripped and ready for drop-in vinyl glazing.
- Center glass panel has sliding spring latch for locking in 4 different positions.
- Kick plate is completely assembled in door.
- 2" bar is weatherstripped to complete custom-finished installation.



Vulcan

METAL PRODUCTS, Inc.

NEVER your COMPETITOR

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For Vulcan Metal Products, Inc.
Dept. SBS

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Birmingham, Alabama

Please send me complete information
about VULCAN Quality Products and
VULCAN Service. No obligation.

CHECK ITEMS OF PARTICULAR INTEREST TO YOU

☐ SCREENS ☐ DOORS ☐ WINDOWS ☐ ENCLOSURES

NAME

ADDRESS

CITY STATE

Armstrong to Assist Lumber Dealers In Boosting 'Installed Ceiling' Sales



This Armstrong kit for lumber dealers includes 25-page manual (top center) explaining how to establish profitable installed-ceilings business. Other materials help administer and promote extensive program.

A comprehensive, nationwide program to help individual lumber dealers organize and administer their own installed ceilings business has been announced by the Armstrong Cork Co.

The program, a result of more than two years of concentrated market research and testing, sets down a specific plan through which dealers can increase volume and profitability of their present ceilings operation by offering customers a complete installed ceilings package, covering both materials and labor, at a single packaged price. The plan provides for complete dealer control over all phases of the installed ceilings sale, including the actual installation work itself.

The program is designed primarily for larger, consumer-type yards which now have an established over-the-counter ceilings business. The installed ceilings program is designed to supplement, not replace, a dealer's present ceiling operation.

In connection with the program, Armstrong has prepared a 25-page ceiling installation manual, detailing steps a dealer may take to establish a profitable installed ceilings business. Included are sug-

gestions on how to determine a reasonable sales objective, how to select a contractor pool, how to set up a profitable pricing structure, how to advertise, following up leads, and closing the sale. Each section is based on ideas which have been proven in actual dealer tests throughout the country.

Along with the manual, dealers may obtain a complete supply of advertising and merchandising materials, as well as several specially-designed administrative and control forms to simplify record keeping and scheduling. All materials are supplied free of charge by Armstrong to qualified dealers.

Armstrong sales representatives will work in conjunction with company wholesalers in introducing the new installed ceilings program to retail lumber dealers throughout the country.

Texan J. C. Galbraith Passes

J. C. Galbraith, 86, of El Paso, Tex., died recently after a short illness. Galbraith helped found Foxworth-Galbraith Lumber Co., with general offices in Dallas, in 1901. At time of his death, he was board chairman.

Ernest Kurth, 75, Dies; SPA Founder, Director

Ernest Lynn Kurth, 75, pioneer Southern pine lumberman, forest industrialist, and international authority on forest management, died recently at Lufkin, Tex.

Kurth was founder and past-president of the Southern Pine Assn. and member of SPA's board of directors.

He began his lumber career as a bookkeeper at Angelina County Lumber Co. in Keltys, Tex. Eventually becoming president of the firm, Kurth is credited with helping to make Angelina one of Texas's most industrialized counties.

An official of more than score of business firms located in or near east Texas, he was recognized as international authority on forest conservation.

Oklahoma Shows 22% Gain In Construction Contracts

Oklahoma led three other Southern states in future construction contracts in September, with an increase of 22 per cent over September 1959, according to F. W. Dodge Corp.

Georgia showed the greatest decrease in the month, with a drop of 54 per cent. Other states falling below the September, 1959, level were District of Columbia, down 32%; Delaware, 27%; and Tennessee, 17%.



SHINGLE CALCULATOR — Distributed by Red Cedar Shingle Bureau, coverage calculator for roofs and sidewalls reportedly takes guesswork and tedious arithmetic out of shingle estimates. Allows estimate, quickly and accurately, on coverage, in square feet, of standard bundle of 16" FiveX, 18" Perfection, or 24" Royal shingles when applied at various weather exposures for roofs and walls.

Quality Comes First

at Southern Oregon Plywood, Grants Pass, Ore.

From one of the Northwest's finest mills comes highest quality, sanded hardwood and softwood panels. Careful inspection at every step — from log handling to delivery — ensures So-Ply's consistently high grade production.

You can *always* count on top quality when you call VAN-PLY — national sales agents for So-Ply and other leading mills in the West. Quality means *trouble-free handling* which results in a minimum of adjustments and more sales and profits for you.

Inspection of Birch panels —
a specialty at So-Ply.



*Everything in
Plywood...*

EXTERIOR • INTERIOR
MARINE • SHEATHING
HARDWOODS AND SPECIALTIES

vanply

VANCOUVER PLYWOOD COMPANY

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SALES AGENTS FOR: FORT VANCOUVER PLYWOOD CO. • NORTH PACIFIC PLYWOOD, INC. • TILLAMOOK VENEER CO. • SOUTHERN OREGON PLYWOOD
THREE SISTERS PLYWOOD, INC. • HUB CITY PLYWOOD CORP.
PORT PLYWOOD COMPANY • PV BRAND HARDBOARD
WHITE CITY PLYWOOD CO. • VAN-EVAN CO.



HOW DO BUILDERS FEEL ABOUT ANDERSEN WINDOWS?



"Andersen Strutwall* saves us big money in labor and materials over cheap double hung windows"

says project builder, Ralph Campbell,
Harrisburg, Pennsylvania

After a comprehensive window cost analysis, Ralph Campbell says, "Our findings were conclusive. Strutwall gives us an additional big savings in labor and material costs . . . and the Andersen Strutwall practically eliminates window complaints and callbacks."

If there's one thing a builder will listen to it's how to cut his costs while increasing the quality of his homes.

Ralph Campbell is just one example of many builders who have found that Andersen

Strutwall gives them *lowest installed costs*, while adding *quality*.

Show your customers the advantages inherent in Strutwall itself and in the Andersen name.

Ask your Andersen sales representative or distributor's salesman for more detailed information.

Any of the distributors listed here can give you all the details —about Andersen Windowalls and the advantages of offering them to your customers.

Quickly available from
the complete stocks of these distributors:

ALABAMA

Birmingham Sash & Door Co.
Birmingham

FLORIDA

Huttig Sash & Door Co.
Jacksonville

GEORGIA

Huttig Sash & Door Co.
Atlanta

KANSAS

Rock Island Wholesale Co.
Wichita
Rounds & Porter Co.
Wichita, Dodge City and Salina

KENTUCKY

Huttig Sash & Door Co.
Louisville
Weyerhaeuser Distributing Yard
Louisville

MISSOURI

American Sash & Door Co.
Kansas City
Toombs & Co.
Springfield

NORTH CAROLINA

Huttig Sash & Door Co.
Charlotte

OKLAHOMA

General Sash & Door Co.
Tulsa
Rounds & Porter Co.
Oklahoma City

TENNESSEE

Huttig Sash & Door Co.
Knoxville and Nashville
Memphis Sash & Door Co.
Memphis

TEXAS

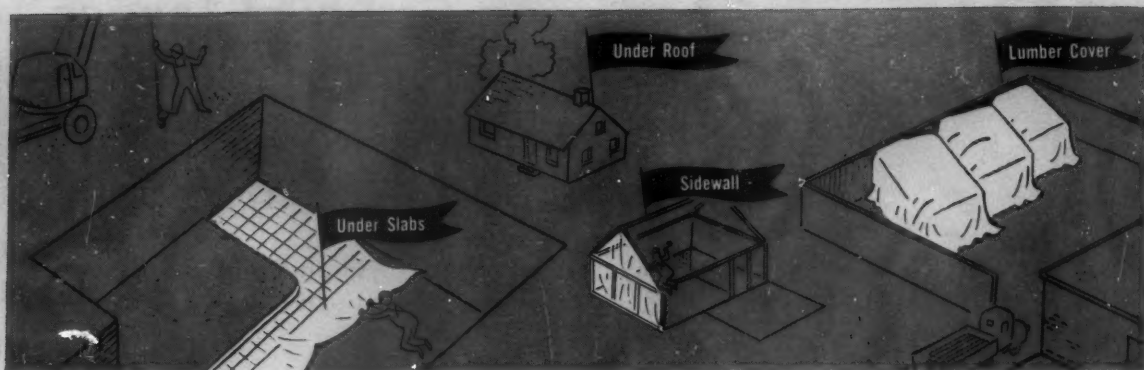
Davidson Sash & Door Co.
Austin
Houston Sash & Door Co.
Houston
Huttig Sash & Door Co.
Dallas

VIRGINIA

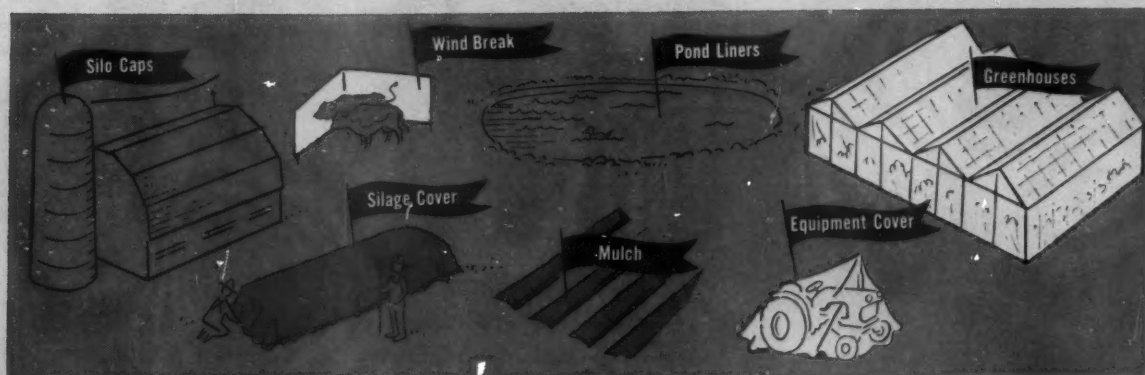
Huttig Sash & Door Co.
Roanoke
Morgan Millwork Co.
Arlington

Andersen Windowalls 

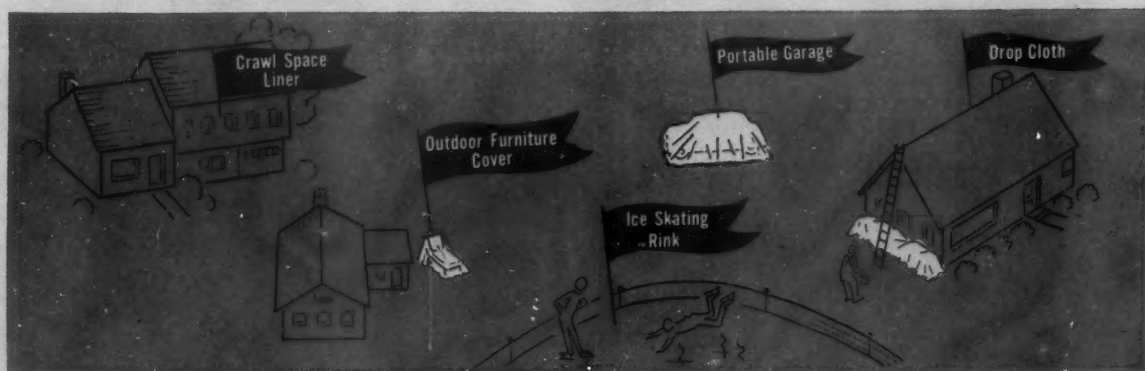
ANDERSEN CORPORATION • BAYPORT, MINNESOTA



Ger-Pak® Polyethylene Sheeting



Serves These Needs Today !



The short way to say superior polyethylene sheeting

GER-PAK®

GERING PLASTICS, division of STUDEBAKER-PACKARD CORP.,
Kenilworth, N.J.

CONVENIENTLY WAREHOUSED
FOR OVERNIGHT DELIVERY IN:
Kenilworth, New Jersey • Dallas, Texas
Memphis, Tennessee • Chicago, Illinois
Los Angeles and Oakland, California

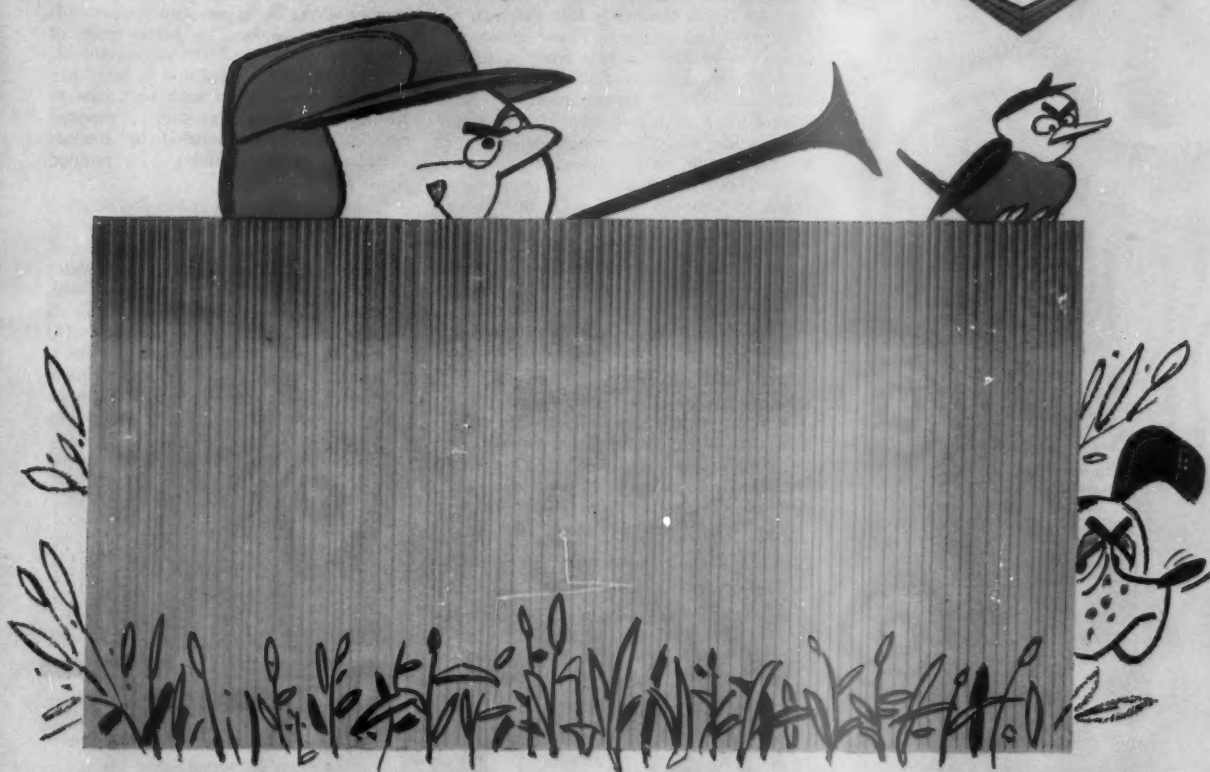
What new uses can you
promote for greater sales?

ORDER GER-PAK TODAY in Sunlight-Resistant BLACK, opaque WHITE and CLEAR. In seamless widths up to 40 feet, folded down to convenient-to-stock rolls. Thicknesses up to 10 mil. Designed to meet FHA requirements.

Every Season
is Open Season on Home Improvement Sales with

GLATEX*

the Aristocrat of Modern Exteriors



*T.M. Reg. U.S. Pat. Off. for Siding

Here's why . . . GLATEX siding is sales-successful because it has so many quality features that can be *demonstrated*: baked-on ceramic finish that washes like fine china; baked-in colors that retain their just-applied look year after year; baked-hard surfaces that take knocks, stay dent-free. GLATEX is sales-successful because it appeals to every taste.

It's available in seven fresh colors, three distinctive styles—including the new narrow-exposure *Contempora* design. GLATEX is sales-successful, too, because it offers a complete program of promotion that makes *you* the headquarters for quality home improvement—a program that makes every season an open season on Home Improvement Sales.

GET ON THE RIGHT TRACK!



**UNITED
STATES
GYPSUM**

the greatest name in building

SEND FOR MORE INFORMATION . . .

UNITED STATES GYPSUM, Dept. SBS-05
300 West Adams Street, Chicago 6, Illinois

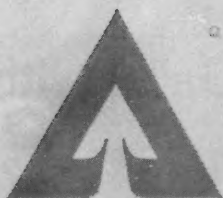
Gentlemen: I'm interested in hitting the sales trail with your GLATEX program . . . send me more information.

NAME

COMPANY

ADDRESS

CITY ZONE STATE



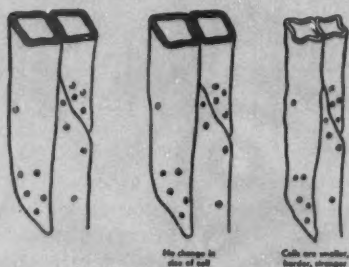
The Weyerhaeuser 4-SQUARE trademark is your assurance of scientifically KILN-DRIED lumber

Kiln-drying adds strength to lumber by reducing the natural moisture content of wood* to pre-selected levels. Lumber for framing is kiln-dried to 19% moisture content, finish lumber is kiln-dried to a 12% moisture content. These moisture levels are in contrast to a tree's natural fiber saturation point of about 25% moisture content, and actual moisture content of 115% or more, according to species, locale, etc. The principles of kiln-drying are to reduce moisture content below this natural 25% fiber saturation point so that the wood cells and fibers will shrink and become more compact (with the result that the lumber becomes more stable) . . . and to remove the moisture evenly from each piece of lumber so that the center is as dry as the surface. In order to do this, both heat and live steam are used in the kiln-drying ovens.

**Note: Moisture content is the weight of water contained in wood expressed as a percentage of the weight of the oven-dry wood. Weyerhaeuser 4-Square kiln-dried framing lumber is dried to an average moisture content of 19%, well below the 25% fiber saturation point. Finish lumber is kiln-dried to an average of 12%.*

The illustration below shows how wood cells change as water is removed.

BEFORE DRYING FIBER SATURATION POINT AFTER KILN-DRYING



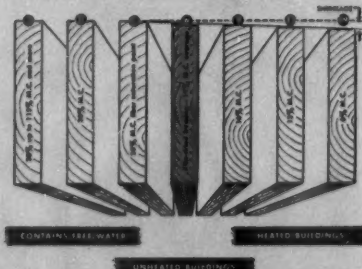
Kiln-drying not only reduces the natural moisture content of lumber: it also makes lumber less absorbent, less subject to changes in humidity. And as the "patterning" of the cells and fibers becomes more stable, lumber will grip and hold nails better. Pound for pound kiln-dried lumber is one of the strongest materials available to the builder!

Kiln-drying minimizes the effects of humidity

One of the characteristics of wood is that it shrinks or swells in proportion to the amount of moisture it contains. Scientifically controlled kiln-drying brings all framing, and all finish lumber to predetermined moisture levels. The result is that all framing members in a home

built of kiln-dried lumber will shrink or swell equally with changes in humidity. The same is true of all finish lumber in a house. The result is that each piece of lumber works like a component part with every other piece. The house built of kiln-dried lumber offers exceptional resistance to the changes due to humidity variance, and thus to such problems as windows or doors that stick . . . cracked ceilings (generally caused by uneven shrinkage of floor joists) . . . popped nails, and the like.

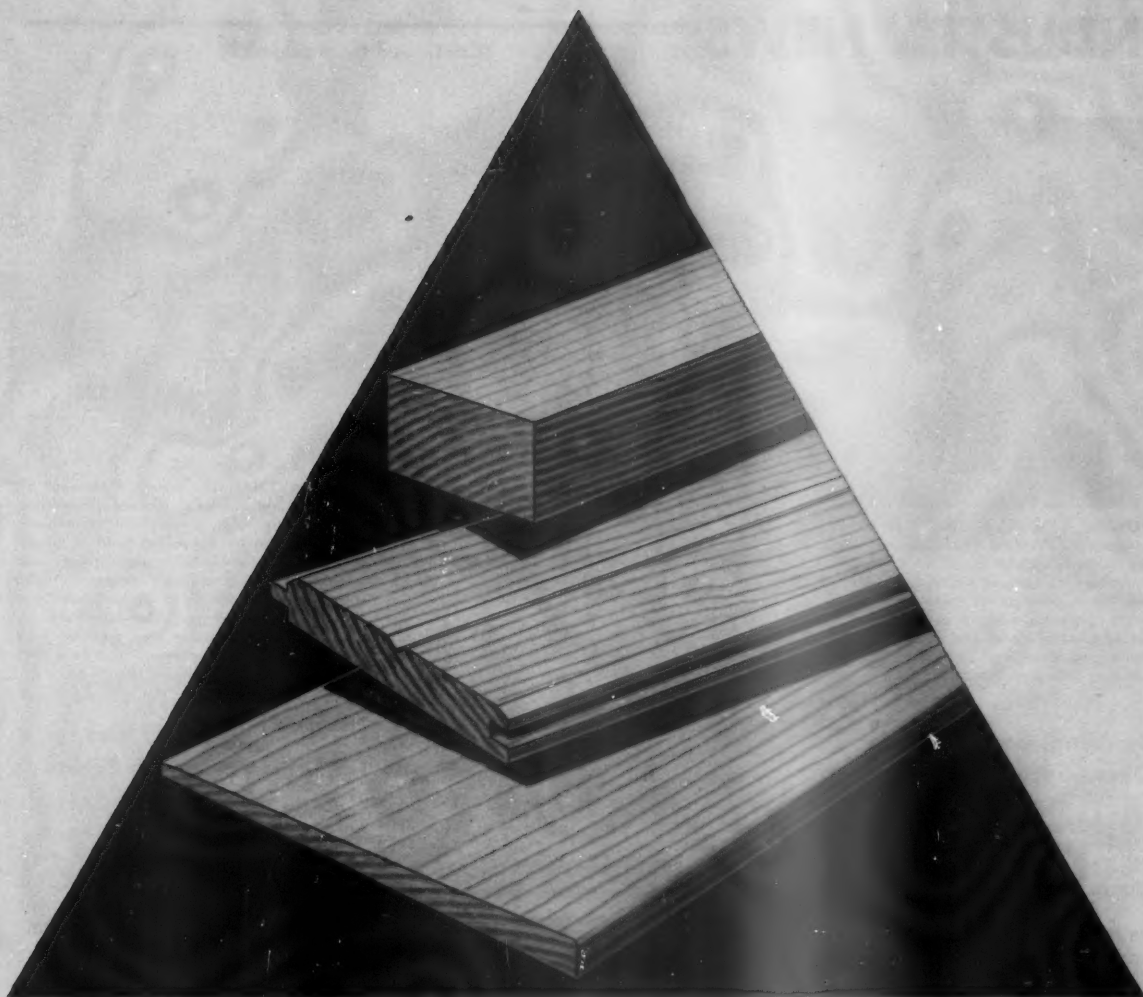
The following chart shows the relation of shrinkage to the moisture content of wood. Several facts should be noted. (1) Shrinkage starts only after free water is gone—at about 25% moisture content. (2) The Western softwoods shrink in width and depth, not in length. (3) Moisture content of lumber in use is governed by temperature and relative humidity. This varies according to locality, use within buildings, and so on.



Weyerhaeuser adds these extra advantages to scientific kiln-drying:

1. Manufactured to size and cut to accurate length after kiln-drying.
2. Ends cut "4-Square" to give each piece a full load-bearing surface.
3. Edges eased for safer, easier handling.
4. Surfacing after kiln-drying to assure full dimension.
5. Accurate grading and correct identification after kiln-drying. (Kiln-drying tends to bring out otherwise hidden defects, and this step culls out pieces containing such defects.)
6. Trademarked and grade stamped to assure your receiving exactly what you ordered.

Weyerhaeuser 4-Square Kiln-dried Lumber is available in 11 species in finish, board, and dimension lumber—and in a variety of manufactured lumber products. For additional information, write: Weyerhaeuser Company, Lumber and Plywood Division, Dept. B-41, Tacoma Building, Tacoma 1, Washington.



You PROFIT most when you sell 4-SQUARE QUALITY!

Weyerhaeuser 4-Square Kiln-dried Lumber offers quality products with sales features that benefit both you *and* your customer. The precision manufacturing and careful processing of 4-Square Kiln-dried Lumber, assures your customers products with the strength factors, the stability, the resistance to dimensional change and unusual working qualities that warrant their continued confidence in you as a supplier.

Stock and sell kiln-dried products by Weyerhaeuser—America's best known name in lumber. The 4-Square brand has earned national builder and consumer acceptance through its record of consistently dependable quality, year after year.

See your Weyerhaeuser District Representative for profit-making recommendations on a well-balanced and fast-moving inventory.



Weyerhaeuser Company

Lumber and Plywood Division



HOMER A. LOCKE JR., formerly with Douglas Fir Plywood Assn., has been named sales representative for Gallatin Aluminum Products Co., Inc., of Gallatin, Tenn. Locke will cover territory of east Tennessee and North Carolina with firm's line of combination storm doors and windows, jalousie doors and windows, and other aluminum building products.

Building Contracts Up 2% Over September '59 Level

Construction contracts in September rose above last year's levels for second month in row, F. W. Dodge Corp. has reported.

Sparked once again by sharp gains in non-residential building and heavy engineering contracts, September awards totalled \$3,118,775,000, up two per cent over September 1959. Residential building contracts, however, continued well below year ago.

Contracts for residential buildings in September were down 13 per cent. Sharp rise in contracts for apartment buildings was more than offset by declines in one- and two-family houses.

Reynolds Metals Announces Tilo Roofing Merger Plans

Reynolds Metals Co. and Tilo Roofing Co. will merge, subject to early approval of boards of directors and stockholders of each company.

Under terms, one share of Reynolds convertible \$4.50 preferred stock will be exchanged for 5% shares of common stock of Stratford, Conn., firm.

Tilo Roofing is manufacturer and distributor of various types of asbestos and asphalt building products.

Weyerhaeuser Co. Buys Lebanite Products Co.

Weyerhaeuser Co. has purchased Lebanite Products Co. of Los Angeles, division of Cascades Plywood Corp.

Transaction includes 30,000 sq. ft. building in Los Angeles and equipment for fabrication of panel products for industrial uses. Acquisition reportedly will permit Weyerhaeuser, diversified producer of wood products, to better serve customers in Southwest with wider product line.

NG's Melvin Baker Wants City Rebuilding Program

Massive program for rebuilding American cities is being advocated by one of construction industry's leading spokesmen, Melvin H. Baker, board chairman of National Gypsum Co.

It calls for federal government to accelerate and expand its urban renewal activities and for home building industry to shift its focus from suburbs and concentrate its efforts during next few years.

Baker sees a great need for new and improved housing. "It is in American cities where an estimated 40-million Americans live in sub-standard housing — five-million in dwellings without adequate plumbing," he noted.



EDWARD A. SCARPA JR. has been appointed Memphis sales representative for Mosaic Tile Co., one of nation's largest producers of ceramic tile. Scarpa, native of Charleston, S. C., is graduate of Clemson College, where he majored in ceramic engineering. Mosaic Tile recently opened its Memphis showroom-warehouse at 2529 Matthews Ave.



I. G. SALTMARSH, board chairman of Indiana Lumbermen's Mutual Insurance Co., recently was given this bronze-on-walnut plaque by President Gold E. Beall to commemorate his 50th anniversary with multiple line insurance company. Saltmarsh started with firm in business production, advancing to field supervisor in charge of several states. He later became assistant secretary, secretary, and in 1943, president and manager.

US Building Costs Rise; Up 1% in 6-Month Period

Construction costs in United States, excluding Alaska and Hawaii, rose another one per cent between April and October of this year, according to Manager-Editor Myron L. Matthews of Dow Building Cost Calculator.

Coupled with one per cent increase reported for six-month period prior to April, this means that construction costs have increased two per cent during past twelve months.

This increase is based on averaging of building materials prices and hourly wage data sampled in 144 metropolitan areas throughout country. Other elements of cost taken into consideration include design, taxes, insurance, money, and competitive conditions.

Looking to future, Matthews forecasts annual increase of from three to four per cent in construction costs in 1961.

USG Executive Avery Dies

Sewell L. Avery, 86, former president and board chairman of United States Gypsum Co., died in his Chicago home recently. Avery was active in management of U.S. Gypsum from company's organization in 1902, until he retired as board chairman in 1951. He was succeeded by C. H. Shaver.

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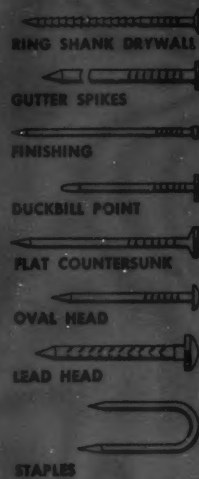
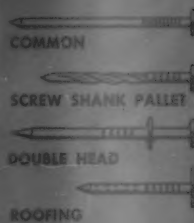
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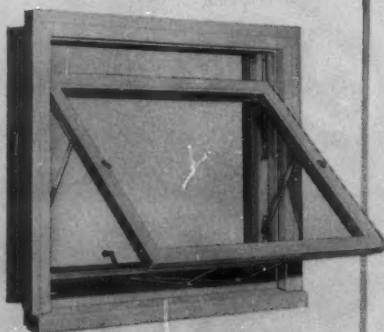
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MEET THE TEXAN ELECTED TO HEAD NATION'S DEALERS

By **Boron Creager** • Southwestern Editor

Almost everyone calls him "Windy," but not because he is garrulous.

Actually, he is inclined to be reticent, a trait probably carried over from his school and courtship days when, by his own admission, he was quite shy and timid. So, the boys in school might have hung on the nickname because he said so little.

According to the best authority, however, that "Windy" is a contraction of the first name of Winfield Buford Oldham, new president of the National Retail Lumber Dealers Assn.

Boy and mar, he has been

wrestling physically and/or mentally for the past 38 years — since 1922 — with problems created by a retail lumber yard. This Dallas, Texas, yard, formerly a partnership, is now the Oldham Lumber Co. in which Winfield owns a controlling interest.

Although a Texan for nearly four decades, Oldham was born in the year of 1906 in Portales, N. M., where his father, Walter Oldham, made his headquarters for operating a chain of banks in that region.

Walter must have been a conservative in banking and all other fields of thinking. When "Windy" was born, the elder Oldham refrained from bestowing his own

Oldham family group in Oldham's den, where practically all framed pictures on walls are lumbermen's activities in which "Windy" and Ethel have participated. Left to right: Steve Dunning, son-in-law; Emily Dunning; Ethel Oldham, "Windy" Sr.; Mrs. Steve Dunning; "Windy" Jr.; and Jeff Dunning.



Part of lumber sheds and activity in Oldham Lumber Co. yard which, because of arrangement, cannot all be shown in single ground-level photograph.



given-name on the son. "Windy," years later, heard that this was because, after his father took one long, searching look at his newborn, he decided there was considerable uncertainty as to how the boy might turn out in manhood. So, he played it safe and retained the name of Walter for his exclusive use.

When "Windy" was 12, his mother died and his early schooling after that was first here, then there, throughout the South and as far East as Tennessee. Then Walter Oldham's health failed and he gave up banking in New Mexico and located in Dallas, largely because the city offered a comparative abundance of medical talent.

While making the rounds of physicians in search of his lost health, Walter Oldham founded, with Ben F. Sumner, the Oldham-

Sumner Lumber Co. That was in 1922, the same year in which "Windy" got his introduction to the retail lumber business.

Grew Up in Business. "You might say I grew up in the business," he comments now.

"I was 16 years old and I helped start the business, actually from the ground. I worked as helper to a Negro teamster, hauling cement for the foundation of the first lumber shed. I worked through the summer and on Saturdays during school and, of course, I worked in successive summers during school vacation. In fact, I have never had any job except in this lumber yard."

By the fall of 1924, "Windy" had completed the required subjects of high school and entered Southern Methodist University. He could have chosen almost any university,

for his father was anxious to provide a college education. But by then, he was fascinated with the lumber business and preferred to remain in Dallas.

Had he picked another college, chances are he would have collected a degree. But, one afternoon of his second year in 1925, after SMU classes, he and a friend were out in the friend's car and on that afternoon there developed for "Windy" a fascination as potent, if not more so, than the lumber business.

Near what is now downtown Dallas his companion recognized two strolling girls as classmates at SMU and stopped the car. There was conversation. The girls got in. "Windy" knew neither girl, but he soon got acquainted with Ethel Green, from down near Waco.

"That's the way I met Ethel, my wife," he explains, and adds with a grin: "I actually picked her up right off the street."

Ethel laughs and says it isn't so. "We didn't mind going for a ride," she explains, "and I started to get in the front seat. I didn't know 'Windy.' But my girl friend pushed me aside and I had to sit with 'Windy.' The boys began acting up and I thought I never saw anyone quite so silly as 'Windy.' Actually, however, he was so very timid that eventually I practically had to propose."

However that may be, "Windy's"
(Continued on page 66)



Oldham residence is white two-story house in Bluff View area, one of highest in elevation in Dallas. Formerly English cottage architecture, it was remodeled in 1941 under contract "when carpenters were 75-cents per hour." Children and grandchildren live next door.

Right, Built-ins contribute materially to Louisiana Western Lumber Co.'s annual \$130,000 remodeling volume. Salesman Lester Morris helps customer select kitchen from floor display.

By Ruel McDaniel • SBS Field Editor

Louisiana Western Lumber Co., Inc., of Lake Charles, La., recently saw a slowing down of demand for new home construction and a curtailment of demand for its homes, built on a speculative basis. So, it looked around for something that would compensate, at least in part, for volume loss entailed in the new home-building decline, brought on by a local situation.

The management checked into home remodeling, liked what it saw, and set up a skeleton organization to promote remodeling. Last year, remodeling volume totaled \$130,000. It is not enough to compensate, in volume, for the decline in materials for new homes; but the percentage of net is much higher and the developed remodeling business not only is welcome, but highly desirable from a net profit standpoint, according to F. Lisle Peters Jr., company vice-president.

The company investigated various syndicated "systems" of promoting remodeling, finally adopting one which provided a certain amount of assistance without hampering personal or company initiative.

In the beginning, the company explained the program in detail to its three outside salesmen, stressing that the burden of digging up remodeling jobs rested with them. They were instructed in estimating major remodeling jobs and were shown the proposed advertising program to launch the drive for remodeling business.

Thus, when the demand for remodeling estimates began to show, the three salesmen were ready to inspect proposed jobs and estimate them intelligently. Salesmen work on straight salary, with commission or bonus involved in their phase of the remodeling program.

Company Carpenters. Next, the management employed a reliable union carpenter for remodeling jobs. His compensation was \$300 a month plus modest commission on all his jobs. Business developed rapidly and it became necessary to employ a second carpenter. Neither the company nor the first car-

(Continued on page 65)



Remodeling Helps Compensate For Decline In Home-Building



Louisiana Western believes that specialties properly displayed help to increase amount of average home modernizing job. Its remodeling program has boosted sales of ceiling materials and flooring, as well as built-in kitchens. Everything that goes into remodeling is stocked, except electrical and plumbing supplies.

Owner Henry Borrego of Peninsular Lumber Co., Tampa, Fla., keeps telling his employees that every sale of building materials carries with it bonus sale of built-in related items.



'RELATEDNESS' IS FLORIDIAN'S



Peninsular's remodeled retail outlet, above, has parking space on two sides and maximum visibility of interior displays. At left, related items in some of firm's 18 departments are listed on modernized store front to indicate completeness of its home improvement merchandise and service.



Firm's tool display in lawn and garden department has proven to be popular section for housewives who usually come in to shop for some other home improvement item.

WINNING BUSINESS PRINCIPLE

No theoretic doctrine with Henry Borrego, "relatedness" principle has proved practical base on which he has developed outstanding business success over past 10 years. Each steady step has been relation of future merchandising to firm's past performance

By Bill Abbott • SBS Field Editor

Henry Borrego, owner of the Peninsular Lumber Co. of Tampa, Fla., keeps telling his employees that every sale of building materials carries with it a bonus sale of built-in related items.

"Relate — relate — relate," he says.

This is not merely a theoretic doctrine with Borrego. It is a practical business principle on which he has developed an outstanding success over the last 10 years. Each step of his steady business expansion has been the relation of future merchandising to the past.

Borrego entered the building supply industry accidentally by a back door route entailing a few personal building loans to friends. These sparked a mild interest in home construction, and when a distressed lumber yard came on the market at a bargain, Borrego bought it.

He was soon selling lumber along with his loans. The lumber sales led him into cabinet making. That led into lumber manufacturing.

Quickly related to these operations was a small retail outlet for building supplies and general hardware.

Related — a second retail outlet in another part of the city.

Related — a third retail outlet in still another area.

The manufacturing plant and cabinet shop supplied all three stores as well as one.

Remodeling Due. Now, relating still further, Borrego recently held a remodeling reopening of his first retail outlet, with similiar events scheduled soon at his other two stores.

In this expansion, Peninsular has added electrical appliances and supplies, plumbing supplies, general hardware, paint, serving ware, kitchen gadgets, outdoor-living equipment, and lawn and garden supplies to make 18 well-stocked departments for pleasant living.

The new enlarged store, in a developing shopping district on a principal highway, has a home improvement planning center, including a model kitchen, an assortment of kitchen cabinets from

the Peninsular shop, and a complete line of electric stoves and refrigerators. Customer parking is available on two sides of the glass-fronted store.

Related — construction loans, time payment plans, and free delivery of all merchandise; also free gifts and flowers for women customers on opening day.

The expansion was carefully planned and executed with the help of the merchandising department of I. W. Phillips & Co., Tam-

This housewife is getting a new home, which also must have a stove. Why not get it along with the building materials? She would appear to be concentrating on that idea at specific moment picture was snapped.



Note truss-work in section of Peninsular's cabinet shop, which employs 26 men and turns out cabinets, doors, and other finished products on assembly line bases.



pa hardware wholesaler, which supplied especially-designed store fixtures for logical grouping and maximum display.

The entire program is aimed directly at the woman shopper, and Borrego is pleased that the idea fits perfectly into his business pattern of "relatedness."

Consumer Neglected. "We've been neglecting our ultimate consumers too long," he observed. "The family uses and pays for the things we sell, but we've been just cutting lumber and selling it to builders. There's a big gap between the forest and the finished home. There's no reason why we should leave the gap open and lose selling opportunities."

Borrego has listed his related departments on modernistic signs on his refurbished store front, reading like a program, and has admonished his employees to memorize the list.

"We don't want a single customer to go to another place for any item we have in stock," he told them. "That isn't good selling."

Borrego also has reminded his personnel that their aggressive bid for new and additional customers is not just his whim, but a logical move in relatedness.

"We've long financed and sold to the building contractor," he said, "and we hope to continue. But why not the electrical contractor, the plumbing contractor, the landscaper? They all work on the same job."

"And why stop selling when the contractors finish their jobs. Every house must have appliances, lawn

fertilizer, and other things we have now. We can sell them as well as the next man, particularly if they are related to new and improved homes."

Reason Limited. Borrego admits that this reasoning is limited by inventory, servicing, and handling requirements of specialized lines, such as carpeting and furniture. But the average balanced building

supplies stock, he said, can still stand some related additions.

As a matter of fact, he believes Peninsular has now about covered its ground without overstocking or detracting from its principal efforts and attention to building supplies.

"The expanded retail outlets are frosting for the cake," he added. (Continued on page 65)



Appliances, Borrego has found, are as much a part of a home as studs and joists. That's why he stocks them in his program of "relatedness."



Only lumber yard within three-mile radius, Barney Stewart's U-Build-It store in Oklahoma City is not only a popular shopping

place for week-end do-it-yourself hobbyists, but also serves as headquarters for small-operation contractors, as well.

THOSE WEEK-END HOBBYISTS PROVIDE 'DUCK-SOUP' MARKET

When Oklahoman Barney Stewart, catering to amateur woodworkers, started stocking variety of unique hardware items, his company's impulse-sales rate quickly soared more than 50 per cent

By catering to woodworking hobbyists and week-end carpenters, the Barney Stewart U-Build-It store in Oklahoma City has built a trade in home-owner builders supplies, hardware, paint, and repair accessories that few lumber yards its size can equal.

Housed in a building only 50' x 125', the U-Build-It store stocks a complete line of standard hardware items for the part-time hobby shop carpenter and juvenile builder, as well as the small contractor.

"At first," said manager H. B. Davies, "we stocked only items for which we had frequent calls, such as hasps, hinges, door locks, and shelf brackets. But, when we started carrying a bigger variety of items, including magnetized stud-finder, lawn tools, do-it-yourself kits, and patio supplies, our impulse sales increased more than fifty per cent."

Store Hours. In addition to Davies, Barney's U-Build-It store has four regular and three part-time employees. The part-time men work on weekends, regularly employed as manual training instructors in nearby junior high schools. The store is open from 8:00 a.m. to 7:00 p.m. daily, 12:00 noon to 6:00 p.m. on Sunday, and during the busy spring and summer season, until 10:00 p.m. every night.

"You'd be surprised," said Clerk Bud Barnett, "how late some people shop in the summer time — especially if they have a project going and need some little hardware item, a can of paint, or another short piece of lumber to complete it. Why, there are times when we have a dozen customers in here at closing time."

Purpose of late closing, of course, is to give working people a chance to shop for woodworking or home repair items. Too, it has



Manager H. B. Davies orders company's supply of various lumber types from local wholesale houses and jobbers.



Clerk Gordon Pugh suggests a particular paint for nursery chair which woman wood-working hobbyist has just finished.

proved a profitable practice, even with increased overhead and additional clerk to hire.

Because many of their customers need certain tools for only a short time to do a particular job



Although Barney's is principally "Pay and Pack and Save Your Jack" operation, delivery is made whenever order is large enough to warrant truck.



Manager Davies waits on customer whose purchase amounts to less than one dollar. Short lumber pieces are marked, priced, and stored in display bins.



Four regular employees — Gordon Pugh, Davies, Ray Ritter, and Bud Barnett — can pre-cut or custom-make most any wood article ordered by customer.



Barnett cuts piece of plywood for do-it-yourself customer. Even though company carries complete stock of short lumber, they do not have pre-cut pieces.

around the house, Barney's U-Build-It store has found a profitable income from renting paint sprayers, wheel barrows, sledge hammers, post hole diggers, and even hedge trimmers.

There is a minimum charge for the rental of tools, ranging from twenty-five cents for a nail punch to \$4 for a paint sprayer. Income from renting tools goes a long way toward meeting overhead. This is especially true in summertime when the store has rented some fifty tools of various kinds.

Although Barney's U-Build-It carries a complete stock of short lumber pieces — redwood, ash, pine, pecan, and oak — they do not stock pre-cut pieces for particular projects, such as whatnots, book cases, kitchen built-ins, bird feeders, and house markers. However, there is always someone on duty to cut any piece of wood to a customer's specification without charge.

"Our store slogan, 'Pay and pack and save your jack,'" explained Davies, "was not chosen accidentally, and it means exactly what it says. Of course, we will deliver, but it must be a large order to

justify sending a truck."

Small Sales. The majority of the company's sales average \$2.50 to \$3; however, they can supply material for a complete home remodeling job. Since there is a higher markup and bigger profit in smaller sales, catering to the small purchaser has become store tradition.

"A lot of our trade," Clerk Gordon Pugh explained, "comes through our juvenile customers, Cub and Boy Scouts, Y.M.C.A. woodworking classes, junior high school students, and manual training groups.

"Also," added Davies, "we have found that by working with and helping youngsters in their building projects, their parents often come to Barney's for a lumber yard item or an estimate for a home repair job."

In connection with the U-Build-It store, Owner Barney Stewart maintains a woodworking shop to custom-build kitchen cabinets, den furniture, lawn and patio pieces, redwood fences, and other custom-made home items.

"A customer can bring in a set of plans from *Mechanics Illustrated*, *Better Homes and Gardens*, or

some he has worked out himself," said Davies, "and our mill men will cut the pieces so that he can assemble and put them together himself. Or, if he gets stuck on one of his hobby projects, we are always glad to do whatever we can to help him."

Barney's charges \$4.50 per hour for mill work service, with a minimum one-hour charge. He has found this to be satisfactory.

In the busy spring and summer seasons, two shop men work six days per week taking care of special cut-out plans for home assembly. Cutting and shaping ribs for boats, pieces of redwood for patio furniture, cherrywood and oak for hi-fi and TV cabinets — even the chassis for an old-time organ—are some of the projects Barney's men handle for do-it-yourself customers.

Impulse Sales. It all adds up to profit. For every board sale, there is a potential paint sale; and for every do-it-yourself project, there is a sale for nails, sand paper, hardware, and many other items. Besides, the do-it-yourself customer is much more inclined toward impulse buying than is the professional carpenter or builder.

Located in a section of upper-middle class homes where do-it-yourself repair and hobby projects are popular and economical, Barney's U-Build-It store reportedly is the only one of its kind in Oklahoma City. There is no other lumber yard within a three-mile radius, making a large trade territory.

"That's why," commented Owner Barney Stewart, "we feel our store is supplying a real community need by helping home-owners care for their own home repairs, encouraging woodworking hobbyists to expand their work, and cooperating with schools and woodworking teachers by carrying several different grades and types of wood for student home-work projects."

One of Its Kind

All in all the U-Build-It store is a complete one-stop market — not only for the home-owner with a small repair or remodeling job, but for the week-end carpenter, woodworking hobbyist, and juvenile building enthusiast and do-it-yourselfer, as well.

The firm's personnel, along with Stewart himself, confidently expect business to continue increasing as it has every month since the company was opened two years ago.

ADD SPICE TO YOUR SPACE

First article in a series of two on how building supply dealers may best establish ad budgets

Advertising campaigns need variety — a change of pace. Here are six plans — each on a short-term basis — for allocating an advertising budget and whipping up interest

By Jack Bedford • Consultant

Most progressive lumber and building supply dealers establish an annual advertising budget. By using either the percentage of sales or the task method, an annual appropriation is established to be invested in the advertising program for the business.

A problem that quickly develops in day-to-day planning is how much to spend for short-term objectives. For instance, a special sales promotion event that will last a week or a month presents a special short-term budgeting problem.

Here are six plans for spending your advertising budget on a short-term basis for each campaign:

Level Plan. With the Level Plan you would divide the time into the number of ads you plan to use. For instance, on a one-month plan you may schedule five ads. Each ad would represent twenty per cent of your campaign budget.

This plan perhaps is the easiest to use. It is easy to allocate the dollar amount on an even basis. Your ads will all be the same size, and planning them is easier than when the size varies. And this plan keeps your name before the public on a consistent basis, week after week, during your special campaign.

Of course, the Level Plan has some disadvantages. There is little variety in your ads. They are all the same size and are scheduled on the same day each week. There is little excitement created through your advertising campaign when you divide it up on an even basis.

Up & Down Plan. This short-term spending plan uses a large size ad, a small size ad, and then a large size ad. For instance, on a five-week or five-day schedule, you might spend 10% first, next 35%, next 10%, next 35%, and finally 10% of your dollar campaign budget.

This Up & Down Plan gives you some variety in your advertising. It, too, is easy to develop because you are only dealing with two size ads and the allocation of the dollar amount is relatively simple.

The major disadvantage of this

plan is that it is hard to select the best day of week for the small allocation and for the large amount. For instance, would the first week in the month be best for the 10% or best for the 35% amount?

Pyramid Plan. This plan builds up to a peak and then tapers off on a downhill schedule. For instance, on the same five-week or five-day plan, you might allocate your campaign budget this way by weeks: 10%, 20%, 40%, 20%, and 10%.

Since this builds up to a peak, it gives you a chance to repeat some of the things you have featured earlier, with more emphasis as the size of the ad increases. Then, as the size of the ads decreases, you can repeat some of the same ads used earlier in the campaign. Thus, you will only need to prepare three different ads for this campaign.

There is a danger that sales may taper off as the size of your advertising declines in size with the Pyramid Plan. However, your build-up may give your sales program enough momentum to carry on with the lower advertising expenditure at the end.

Build-Up Plan. This program starts out with small space ads, and as the campaign rolls along, the size is increased. For instance, on a five-week or five-day plan, the percentages would be: 10%, 15%, 20%, 25%, and 30%.

You build up to a final large-space advertisement in your campaign. Some ideas lend themselves to this, and your final ad will give you an opportunity to drive hard for action at the end of the advertising period.

Planning your individual advertisements will be more difficult than in the previously-mentioned plans. Each ad will be of a different size and will require different copy, art and layout treatment.

Teaser Plan. Some advertising ideas lend themselves to the teaser budget spending plan. These ideas use small space ads (of the same size) for the first part of the campaign. It then ends with a large expenditure at the end. Percentage wise, you might allocate your dollars for a five-week or five-day

A problem quickly developing in day-to-day planning is how much to allot for short-term advertising objectives. The six plans, at right, provide building supply dealers with short-term budget bases for projecting an advertising campaign

campaign like this: 10%, 10%, 10%, 10%, and 60%.

Any teaser campaign will arouse curiosity and build up interest in your final advertising message. You will have some people following the campaign that will jump at the chance to find out the answer published in your large-size ad at the end of the campaign. And, for people who may have missed the earlier smaller ads, you have opportunity to use large space and attract more attention with your final ad in the campaign.

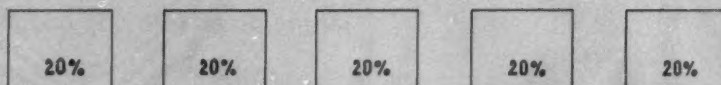
Your biggest problem with this campaign will be in selecting a novel idea to carry it along. You will need to have a secret and keep revealing a little more as the program progresses. And, since you are using very small-space ads for a large part of the campaign, you will find that some people will miss the advertising campaign entirely.

Follow-Up Plan. This spending program is just a reverse of the teaser plan. It announces your sales promotion stunt with a splash. Then the follow-up advertising over the period is devoted to small-space ads. Dollarwise on a percentage basis, you would have something like this: 60%, 10%, 10%, 10%, and 10%.

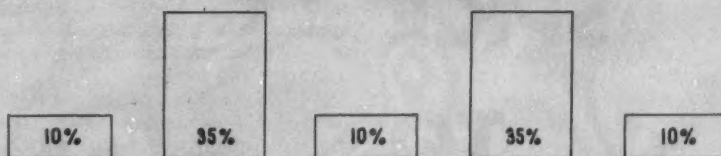
You reach a larger group of people with the large-size ad in this plan. And you have the opportunity to keep reminding them that the campaign is still on and they have time to take advantage of your specials.

Because there is such a drastic decline in the amount of advertising you use at the end of the campaign, many people will feel that the original offer is no longer valid and that they missed because they did not act promptly. Copy changes in your follow-up ads can change this feeling and may make the plan the most successful of all six plans.

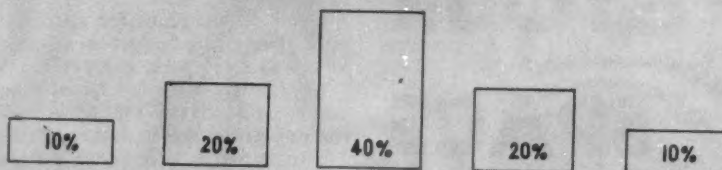
LEVEL



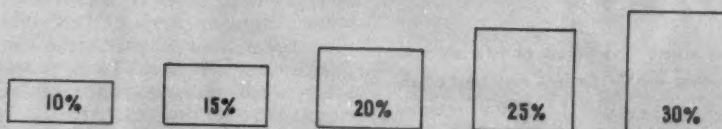
UP & DOWN



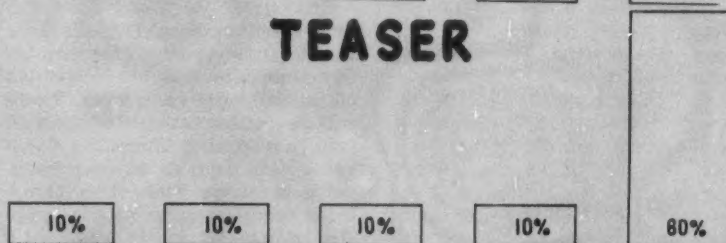
PYRAMID



BUILD-UP



TEASER



FOLLOW-UP



Newly-developed by DFPA and
subsidiary for residential and
commercial construction —

Flooring System Offers Savings Through Labor-Cost Reduction

Plywood box beams were used in this joist layout for one of first commercial uses of Insta-Floor, panelized flooring system perfected by Douglas Fir Plywood Assn. Ledger strip, placed at exact depth of panel stringers below top of beams, was applied during fabrication. Then, full 4' x 8' panels of $\frac{1}{2}$ " fir plywood, with stringers pre-attached 16" o.c., were dropped in place and plywood nailed to top flanges of beams.



New, low-cost approach to floor systems for residential and light commercial construction has been perfected in laboratory and field tests by the Douglas Fir Plywood Assn.

Called Insta-Floor, the panelized system was recently used in a research house at Champaign, Ill. Components for the floor are available to builders from subscribers to Plywood Fabricator Service, Inc., affiliate of DFPA.

System requires a minimum of floor framing, with girders set four feet on center. These can be of any conventional material suitable for the span, including solid beams, built-up beams, or plywood box

beams. Where box beams are used, they must be fabricated to close specifications, preferably under PFS quality control.

Cost Range. Although its economies increase with the amount of floor area involved, Insta-Floor costs range from 35-40 cents per square foot in experimental applications by small home builders. Allowing for the addition of underlayment and finished flooring, completed floor cost ranges from 80¢ to \$1 psf.

Reduction of labor accounts for nearly all savings. In a timed test late last year, George Osborne, Chehalis, Wash., builder, laid 1,170 sq. ft. of Insta-Floor, including all

supporting members, in just under 10 minutes. Although his six-man crew was familiar with the Lu-Re-Co component system, other builders reportedly can make proportional savings in time.

Basically, Insta-Floor is made of $\frac{1}{2}$ " 4 x 8-foot fir plywood panels, with stringers pre-attached 16" o.c. across panels. These units are supported by beams set 4' o.c. Panels are dropped in place and fastened to beams in one of two ways, eliminating all cutting and fitting on the job and all nailing except that required to fasten panels down from above. No cross blocking is required except that already in place on plywood panels.



Box Beams. Method followed in the Chehalis homes used a 10" deep plywood box beam with top and bottom 2 x 4 flanges, glue-nailed to $\frac{1}{2}$ " fir plywood webs. This beam was used over a crawl space, requiring supports 14' o.c. Beams are set into 8"-deep pockets pre-formed in foundation and rest on concrete footings at center.

Ledger strips of 1 x 2 stock are shop-applied so that re-sized stringers on panels will rest on them. Floor panels overhang stringers 2" and are joined and fastened by being power-stapled to top flange of beams. Ledger strips are used on outside courses of panels and rest in pre-formed ledges on foundation.

Second fastening method eliminates ledger strips and adds 2 x 4 spline on edge along beam top. In this case, stringers rest directly on top of beam, being connected with nails at common spline. Only difference is in plywood overhang at stringer ends.

Significant Savings. Another builder in Muskegon, Mich., also

Full-size Insta-Floor panel goes down over box beams. Resized 2 x 4 stringers were pre-attached to 4 x 4 and 4 x 8 panels of $\frac{1}{2}$ " fir plywood, then dropped into place over joists. Ledger strips along joists act as support for stringers and panel edges are nailed to beams to complete floor. Flooring method reportedly saved one contractor \$39.50 on house. Once his crew becomes more familiar with system, he expects to save about \$75 per average-size house.

was able to come up with some significant cost savings through use of Insta-Floor. Insta-Floor saved \$39.40 over conventional floor system for each house during first trial. Builder feels that this saving will amount to about \$75 for an average-sized house once his crew is familiar with the system. His components were fabricated by Plywood Components Corp. of Grand Haven, Mich., a PFS subscriber.

An important floor feature is its

Two-foot wide starter panels are put in place as carpenters start laying floor in research house. Full-size panels, made from 4 x 8 sheets of $\frac{1}{2}$ " fir plywood, are stacked in background. In this example of new flooring method, 2 x 4 splines are toenailed to top of supporters. Pre-attached stringers on panels rest on top of joists. Panel edges are joined by being nailed to splines.

dimensional stability. Requirements for manufacture of panels and box beams (where solid lumber is not used) call for re-sized, kiln-dried lumber. Where floor is applied over crawl space, beams should be wrapped in polyethylene film unless moisture barrier is used below them. The Washington builder, who used pockets pre-formed in foundation, and moisture barrier over crawl space, achieved satisfactory results where only beam ends were wrapped.

Comparatively wide differences in per-square-foot costs are caused by different fastening methods and difference in raw materials.

System Advantages. There is a number of definite advantages to system in addition to its low cost and high speed of application.

Where access to crawl space is desirable, any number of panels may be left unfastened until time to install underlayment. This allows carpenters to work around subcontractors, making it possible for builder to get more favorable rates from electrical, plumbing, and heating subs.

Where beams are set in, house is 4" closer to ground than with conventional construction.



Loan Delinquencies Climb, Bankers Association Notes

Delinquency ratios have increased moderately in almost all classes of installment loans, according to the Installment Credit Commission of the American Bankers Assn.

The June 30, 1960, percentages reversed a downward delinquency trend which had prevailed during 1960, the commission reported. Consumer and installment credit in commercial banks continued to expand, although at a much slower rate than last year.

During the first half of 1960, such bank loans increased about \$900-million as compared to the record increase of \$1.3-million in the same period last year.

Texas Wholesaler Centennial

Macatee, Inc., Dallas wholesale building materials distributor, recently celebrated its centennial anniversary. Founded by W. L. Macatee in Houston, company now occupies 6½-acre site in Dallas growing industrial area. George P. (Bud) Macatee III is president.

National Gypsum Posts Sales

National Gypsum Co.'s recent acquisition of Allentown Portland Cement Co. enabled diversified building materials company to post record sales for first nine months of this year. Sales for January 1 through September 30 period were \$174,469,170, compared with \$173,506,000 for same 1959 period.

Townsend Heads NHLA

Mark Townsend, president of Townsend Lumber Co., Stuttgart, Ark., has been elected president of National Hardwood Lumber Assn. He has been president of both Arkansas Wood Products Assn. and West Side Hardwood Producers of Memphis, and is currently a director of National Lumber Manufacturers Assn.

Carolina Tax Revenue Up

North Carolina Revenue Commissioner James S. Currie has reported that sales tax collections on lumber and building materials for first six months of 1960 totaled \$5,215,685.72, up 3.76 per cent as compared with collections from same source in same period of last year.

MOVING UP in the industry

U. S. PLYWOOD . . . Newly-named manager of Memphis, Tenn., branch is **Lawrence J. Hasenjaeger**. He joined firm in 1950, serving as assistant to branch manager in Kansas City, Kan., and as assistant manager of Houston branch.



Hasenjaeger



Clune

FORMICA CORP. . . . Named Tampa, Fla., district manager, **Robert E. Clune** succeeds **Edward P. Borchers**, who has been chosen Los Angeles district manager. Clune joined firm's sales organization in 1952, and was formerly district manager at Memphis and later sales service manager for industrial and special products.

ALPHA PORTLAND CEMENT . . . Recently-appointed manager of company's newest cement plant at Lime Kiln, Md., is **Dale W. Heineck**. He succeeds **George V. Cosgrove**, promoted to process engineering manager at Easton, Pa., home office. Heineck, with Alpha since 1954, was previously assistant plant manager at LaSalle.



Heineck



Strittmatter

CELOTEX CORP. . . . Recently named vice-president in charge of industrial relations is **M. C. Strittmatter**. He formerly was director of industrial relations for Kennecott Copper Corp., as well as Cyclone Fence Division, American Steel and Wire Co. . . . **L. Jarodsky** has been named St Louis district

manager, replacing **E. A. Donk**, who retires. In his new position, Jarodsky will supervise sale of building products in Arkansas, Missouri, southern Illinois, western Kentucky, western Tennessee, and northern Mississippi.

E. L. BRUCE CO. . . . Previously general sales manager, **Harvey Cresch** has been named vice-president of sales. Cresch succeeds retiring **Walter J. Wood**. Cresch joined Bruce, one of world's largest makers of hardwood floors, in 1936 as copywriter. He was marketing manager and later general sales manager.

GRAY PRODUCTS CO., INC. . . . Formerly plant manager at Waverly, Va., headquarters, **Charles E. Crawford** has been named general manager. Gray manufactures Graco flakecore and particle board.

J. I. CASE CO. . . . New general supervisor of public relations is **Edward F. Hyland**. He has been employed by company for seventeen years as manpower director.



Hyland



Splet

PECORA, INC. . . . Recently-appointed regional sales manager for Midwestern territory is **Albert R. Splet**. He was formerly with National Lead Co. for twenty-five years.

BESTWALL CERTAIN-TEED SALES CORP. . . . Newly-appointed sales supervisor at Memphis, Tenn., is **R. M. Andrews**, who was formerly company representative in Atlanta and Nashville sales territories.

GEORGIA-PACIFIC CORP. . . . Elected to board of directors is **John S. Brandis**, senior vice-president of timberlands and production, and **William H. Hunt**, vice-president of plywood and specialty sales. Brandis joined corporation in 1955, after twelve years as vice-president of Willamette Valley Lumber Co. Hunt joined G-P in 1957, previously having been vice-president in charge of sales and director of U. S. Plywood Corp.

MANUFACTURER NEWS



TRIPLED PRODUCTION — Masury Paints of Texas, Inc., and Seidlitz Paints of Texas, Inc., subsidiaries of Consolidated Coatings and Chemicals, Inc., Kansas City, Mo., have tripled total production capacity by building this new 62,000 sq. ft. Masury plant in Houston, where both companies maintain individual manufacturing and office facilities. Companies, serving independent paint dealers exclusively, have combined rated annual capacity of 1,500,000 gallons of finished products.

TAMPA, FLA.: Florida Paint, Varnish, and Lacquer Assn.'s newly-elected officers are: President, Alton J. Ward, Kellermann Paint & Lacquer Corp., Miami; and vice-president, Michael J. Catena, Harris Standard Paint Co., here. Re-elected for second terms were: Secretary, Fred L. Chase, Tampa Paint & Varnish Co., here; and treasurer, Dudley B. Blake, Blake Paint Corp., Orlando. FPVLA consists of Class A members who are manufacturers in Florida and Class B members who are raw material suppliers. Association is affiliated with National Paint, Varnish, and Lacquer Assn.

EASTON, PA.: Unique monthly weather forecasting service for cement users has been initiated by Alpha Portland Cement Co. It is reportedly first specialized service of its type offered in cement industry, and is available to all Eastern customers. Purpose of service, which is said to provide more detailed weather information than that available from U. S. Weather Bureau, is to help contractors, ready mix companies, and concrete products producers plan work for coming month.

FRANKLIN PARK, ILL.: Georgia-Pacific Corp. has opened a new distribution warehouse here. Structure reportedly has 62,000 sq. ft. of floor space under roof, biggest warehouse built under corporation's expansion program. Branch manager is Tom Mertes.

NEWARK, N. J.: Hardboard Fabricators, pioneers and leaders in field of perforated and fabricated hardboard products, has formed new division, Bestwood Adhesives. Division will manufacture and market contact cement, designed for faster quality bonding of decorative laminates to wood, metal, and composition board.

NEW YORK, N. Y.: John P. LeGrand has joined Decorative Pan-

elyte sales organization of St. Regis Paper Co. He will call on distributors in the Dallas, Texas, area. LeGrand, recently associated with John T. Everett Co. in Dallas, replaced Joe Woods.

TORRANCE, CALIF.: Reputedly the largest resilient tile factory on West Coast, an ultra-modern 250,000 square-foot facility of Kentile, Inc., is now in production.

JACKSONVILLE, FLA.: Formica Corp. has entered door manufacturing business, with purchase of Logue Woodworkers, here, producers of Con-Dor-Lux doors.

SUMMERVILLE, S. C.: Construction Products Corp. of Miami, Fla., shortly will be erecting a plant, here, for processing and manufacturing of Dino-Lite — low-cost luxury wood paneling, with coating of poly-vinyl film. Firm has been granted exclusive Dino-Lite manufacturing contract by Di-Noc Chemical Arts, Inc., Cleveland, Ohio, for Florida, Georgia, North Carolina, South Carolina, Alabama, Mississippi, Tennessee, Louisiana, Kentucky, and Texas. Morris B. Morris is president.

SOUTH BOSTON, MASS.: Construction work on multi-million dollar U. S. Plywood Corp. plant, here, is rapidly nearing completion. Company officials plan to begin production around February 1. Plant, which will manufacture Novoply particle board, is only one of its kind that USP has east of Mississippi River.

TACOMA, WASH.: Plywood production facilities of Willamette Sheathing Co. have been consolidated with those of Weyerhaeuser Co.'s lumber and plywood division at Arcata, Calif. Closure of Willamette's manufacturing facilities will reduce temporarily company's local plywood output about one-third. Move follows recent announcement that firm was curtailing production of both

plywood and lumber due to poor market conditions.

CHILLICOTHE, OHIO: Johns-Manville opened multi-million dollar asphalt and vinyl asbestos floor tile plant here in October, its fourth devoted exclusively to manufacture of resilient floorings. New plant, strategically situated to supply expanding 11-state market in Midwest region, increases company's total floor productive capacity by almost 50 per cent.

ATLANTA, GA.: Richard Y. Brazael has been appointed sales supervisor of Bestwall Certain-Teed Sales Corp.'s sales district, here. He formerly was sales representative in this office, servicing Macon territory.

PITTSBURGH, PA.: Pittsburgh Plate Glass Co. has reported an increase in both sales and earnings for first nine months of 1960. According to President David G. Hill, sales for nine-month period were \$482,217,227, approximately eight per cent higher than sales of \$446,248,355, reported for same period of 1959. Net earnings during this nine-month period of 1960 were \$38,101,121 or \$3.77 per share. For same period in 1959, net earnings were \$34,064,967, equivalent to \$3.37 per share of stock now outstanding.

FORT SMITH, ARK.: Glenn W. Davis is newly-named sales representative in Kansas City district of Celotex Corp. Davis will serve building material dealers in western Arkansas and eastern Oklahoma from headquarters here. He has been employed in retail lumber dealer field for past ten years, most recently with Dyke Lumber Co.

WILMINGTON, DEL.: Governor J. Caleb Boggs, using gold-plated spade, recently broke ground for Bestwall Gypsum Co.'s \$7½-million plant at Marine Terminal here. Plant, under management of Paul J. Orleman, will be firm's first manufacturing installation on mid-Atlantic coast, serving states within that area.

BALTIMORE, MD.: Phil Lucara

'TOP FLIGHT' SERVICE — Caradco's twin Beech Bonanza is proving valuable asset for covering company's nationwide trade area. Plane, purchased primarily for use by sales and promotion departments to help service distributors, also affords quick solution to problems arising in engineering, product development, and other departments. Leaving on business trip are (l to r) F. E. Bissell Jr., vice-president-sales; R. H. Collier, vice-president-jobbing plants; P. L. Adams, vice-president; T. E. Hugunin, director of sales; and Charles Morris, pilot.



has been appointed sales representative for **Southern Season-all, Inc.** Lucara will service northern portion of company's territory, consisting of Virginia, Washington, D. C., and eastern Maryland. He will handle complete line of storm and home improvement products, including aluminum combination storm-screen doors and windows, aluminum awnings, and aluminum siding.

ALBANY, GA.: Joseph T. Cousins has been promoted to **Insulite** territory representative for company's insulation board products. Cousins joined Insulite sales organization in July with ten years' experience in sales and marketing.

ALBANY, ORE.: **Vancouver Plywood Co.** has acquired half-interest in **Hub City Plywood Corp.** and **Three Sisters Plywood, Inc.**, here. Combined, two mills comprise one of West's largest sheathing operations, producing 18,000,000 feet monthly on $\frac{3}{4}$ " basis. Frost Snyder, president of Vancouver, has assumed presidency of mills. Elton Disher, one of companies' founders, remains as general manager and executive vice-president. W. F. Gwinn and Elmer Salo, sales manager and production manager, respectively, also remain as directors. There are no changes contemplated in sales policies of mills, although production marketed by Vanply will ultimately bear Vanply trademark.

ATLANTA, GA.: Frank C. LaVrar has been named field representative for **Libbey-Owens-Ford Glass Co.** in this area. He has had comprehensive training in plants, experience in company's executive offices, and sales training in field prior to his assignment.

GREENVILLE, S. C.: **Atlantic Steel Co.'s** Warehouse Division opened a branch steel service here, adjacent to municipal airport. Atlantic Steel Veterans W. P. Cole and A. J. Vaccaro will serve as manager and assistant manager, respectively. New operation offers immediate shipment of wide variety of steel and aluminum products to area's metal-working industry.

CLARK, N. J.: **Spotnails, Inc.**, manufacturers of automatically driven long fasteners used in building construction, has opened an Eastern plant here. Division will manufac-

ture and distribute line of nails, pins, and staples up to 2" long, and mallet drive and pneumatic spotnailing machines. This 14,000 square-foot plant will also provide sales and service center for Eastern region.

NILES, MICH.: **Kawneer Co.**, here, has purchased sales and manufacturing facilities of complete line of sliding door products for residential and commercial use from **Sun Valley Industries, Inc.**, of Los Angeles, Calif. Newly-organized corporation, Sun Valley will operate as wholly-owned sales subsidiary of Kawneer. David S. Miller, Kawneer's marketing vice-president, has been elected Sun Valley president.

WILLIAMSPORT, PA.: **Cromar Co.**, producer of factory-finished hardwood flooring, has developed program whereby it will buy consumer-signed leases from retail lumber dealers selling Cromar prefinished oak flooring to remodeling home-owners. Home-owner has year to pay. Plan will enable nation's smaller retail lumber dealers to compete more effectively in business community where short-on-cash buyers defer essential home improvement purchases in favor of products sold more aggressively by other industries on terms.

LOUISVILLE, KY.: **Thomas Industries, Inc.**, lighting fixture manufacturer, has reported earnings for third quarter, ended September 30, as highest of any quarter this year. Sales were up six per cent, compared with third quarter last year. Earnings continue below peak 1959 level due to sharp drop in housing starts and increased competition this year, it was reported.

ATTLEBORO, MASS.: **American Siskraft Co.**, division of **St. Regis Paper Co.**, will handle sales and distribution of insulative board, lightweight building board and insulating material. Siskraft manufactures reinforced building papers, reflective insulation, and flashing for building trade, as well as packaging material, laminated foil, and plastics.

CLINTON, CONN.: **Universal Wire Co.**, subsidiary of **Bostitch, Inc.**, will

build modern wire mill on 41-acre tract, here. New plant, which will be approximately 100,000 sq. ft., will produce substantial part of Bostitch requirements for stapling wire and attaching wire. At normal production rates, Bostitch is said to consume about 30 tons of wire per day in manufacture of staples alone.

PARIS, TENN.: **H. C. Spinks Clay Co.** has entered adhesives manufacturing with purchase of **Hayes Adhesives Co.** of St. Louis. Firm will be operated as new manufacturing and marketing division under Spinks management. Products will include floor covering adhesives, line of decorative adhesives and ceramic wall tile adhesives, with other possible additions in planning stage.

HAWTHORNE, CALIF.: Allen J. Aron has been appointed technical and field services coordinator for **Filon Plastics Corp.** Aron will direct diversified program to provide Filon's distributors and dealers as well as engineers and architects with comprehensive information about quality and performance of fiberglass reinforced plastic panels.

JACKSON, MISS.: **Bestwall Certain-teed Sales Corp.** has moved its district sales office from here to New Orleans, La. Office change applies only to operating headquarters. Sales district itself will remain same, covering Mississippi, Louisiana, and Arkansas, and western Tennessee. Company has also opened district service office in Memphis, Tenn.

WACO, TEX.: W. D. Hopkins Jr. has been appointed sales representative for Texas district of **Celotex Corp.** He will headquarter here, serving building material dealers in 23 surrounding counties. Hopkins has 13 years' experience in building materials field, most recently with Sligh Lumber Co., here.

EAST POINT, GA.: **Pittsburgh Plate Glass Co.** has undertaken factory and laboratory expansion program at its paint factory, here. Approximately 25,000 sq. ft. of factory and laboratory space will be constructed.

PRODUCT PARADE

GRILLE-SCREEN DOOR

Homesield combination grille and screen door for home, completely assembled and pre-hung in a Z-bar frame, is manufactured by American Screen Products Co., Dept. SBS, Chatsworth, Ill.



Item may be used with any style of architecture, its beauty encouraging use with even the most expensive home.

When latch is inserted, frame is simply laid into opening and fastened with wood screws, bolts, or nails. Frame is designed to conceal minor irregularities in opening without adjustments of any kind.

Write M1 on reply card, page 69.

WATERPROOF CAULKING

Polybutene caulking compound for waterproofing Marlite and other wallboard moldings in tub and water areas is packaged in tubes for easy handling by Marsh Wall Products, Inc., Dept. SBS, Dover, Ohio.

One tube of the light gray material—Marsh T-626—weighs approximately one pound. Fills about 60 linear feet of single-trough molding, amount needed in average bathroom installation.

Marsh T-626 is designed especially for use with Marlite paneling, but can be used for other purposes where non-hardening seal is desired. Reputed to flow easily at normal room temperature.

Write M2 on reply card, page 69.

TILE IMPROVEMENT

Several major product improvements in Cushiontone and Temlok ceiling materials are announced by Arm-

strong Cork Co., Dept. SBS, Lancaster, Pa.

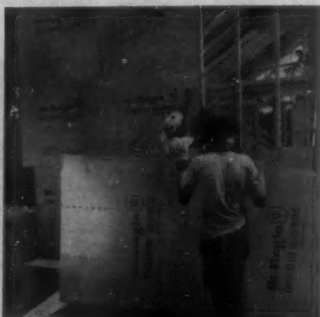
Fissured surface design on textured Cushiontone has been revised to resemble fissured mineral tile. In addition, all tile bevels are ironed and painted with two coats of white paint. Method of treating tile surface prior to fissuring has been adopted to improve material stability.

Classic, Full Random and Straight Row Cushiontone patterns, as well as painted bevel Temlok tile, are now coated with improved vinyl paint finish. Paint reputedly has substantially better color stability than casein type paints previously used, and will not "yellow" with time.

Write M3 on reply card, page 69.

HOUSE SHEATHING METHOD

Low-cost quality home construction — utilizing insulative sheathing that reputedly cuts labor costs, reduces wastage, and provides substantially better insulation values — has been developed by American Sisalkraft Co., St. Regis Paper Co., Dept. SBS, Attleboro, Mass.



Designed to replace gypsum-type sheathing materials, insulative board consists of lightweight woodfiber sandwich that has aluminum foil bonded to both sides by high-strength waterproof adhesive. Wood fiberboard, 4' x 8' and 1/4" thick, also is pre-treated to resist moisture and weathering. Board is perforated with small holes, 64 per square inch, to make it vapor permeable. Due to light weight, sheathing for moderate-sized house can be brought to site in station wagon.

Write M4 on reply card, page 69.

JOIST HANGERS

Two joist hangers have been added to metal specialties, manufactured by Advance Metal Products, Inc., Dept. SBS, 2445 N. W. 76th St., Miami, Fla.

"ST"-type hanger has 4" bearing seat and back strap of varying length which can be framed into beam or girder and bent over top of same, transmitting load from seat of hanger to top of beam.

"U" type joist hanger is made with 1 1/2", 2 1/4", or 3 1/4" bearing seats and available for 2x, 3x, or 4x lumber. Hangers are made of 12 and 16 gauge galvanized steel.

Write M5 on reply card, page 69.

ADJUSTABLE RAILINGS

"Easyfit" adjustable aluminum railings and columns are introduced by Locke Manufacturing Co., Dept. SBS, Lodi, Ohio.

They feature octagonal newel post for strength without bulky appearance. Spindles are twisted to supply greater strength and have graceful, modern appearance. Railings come in 3' and 5' sections with hardware and instructions for easy installation.

Write M6 on reply card, page 69.

NIGHT-LIGHT

"Panelescent" electric light switch plate that provides guide light in darkened room is introduced by Sylvania Electric Products, Inc., Dept. SBS, General Telephone Bldg., 730 3rd Ave., N. Y. 17, N. Y.

"Nite-Lite" will reportedly operate for more than five years at cost of five cents a year. It may be used wherever there are single-toggle switches.

Lamp provides enough light to be visible through white plastic lamp covering. When switch is off, light is



activated, producing light. When switch is turned on, lamp is extinguished. Light produced without bulbs, tubes, filaments, or cathodes.

Write M7 on reply card, page 69.

SHELF SPACER LINE

"Shelf-Builders" that can be used to make variety of furniture pieces for entire house are offered by Gerber Wrought Iron Products, Inc., Dept. SBS, 1510 Fairview Ave., St. Louis 32, Mo.

Item will purportedly enable dealer to move larger quantities of brushes, paints, stains, glues, tools, lumber, and other items that must be used in making furniture with product.

Write M8 on reply card, page 69.

DUST COLLECTOR

Cleaning tool — which doubles as dust collector in home workshop and heavy duty vacuum cleaner for hard-to-clean areas of home — is offered by Rockwell Mfg. Co., Delta Power Tool Div., Dept. SBS, 479 N. Lexington Ave., Pittsburgh 8, Pa.



Full horsepower motor sucks up to 60 cu. ft. of air per minute into drum container with three-bushel capacity. Suction is said strong enough to pick up nuts and bolts and even 1" steel ball.

In workshop, tool is connected directly to machine, instantly collecting dust and chips. For cleaning, it is used with standard vacuum cleaner accessories available for tool.

Write M9 on reply card, page 69.

EXTERIOR LATEX PAINT

Premium quality exterior latex house paint that reportedly gives extended protection to any exterior surface is marketed by Seidlitz Paint & Varnish Co., Dept. SBS, 18th & Garfield, Kansas City, Mo.

AcriSatin latex house paint is said to last 50 per cent longer than conventional house paints. It reputedly has outstanding color retention; resists peeling and blistering; can be safely applied with brush or roller even in damp or humid weather; dries dust- and bug-free in minutes; and allows tool and equipment clean-up with plain soap and water.

Wide color range in AcriSatin, as

well as 22 other exterior and interior products, is possible by patented MultiTint system of dry, free-flowing, fast-dispersing colors.

Write M10 on reply card, page 69.

SAFETY TILT WINDOW



Attachable to existing or double-hung window, Safety Tilt window is manufactured by Safety Window Hardware Corp., Dept. SBS, 254 Flushing Ave., Brooklyn 5, N. Y.

Pulleys, weight, and cords have been eliminated with advent of tilt-type window, and replaced by spiral balances. Bottom hinges have lamitex fibre washers which hold them tightly in any tilt position. Interlocking hardware on sash sides insure weather-tight protection against rain, snow, wind and dirt.

Once attached, window raises and lowers conventionally. It also tilts into roof from top of sash by means of hinges on sash bottom. More than 90% of window frame reportedly can be opened to breezes.

Write M11 on reply card, page 69.

ROOF TRUSS CONNECTOR

Burke Tru-Grip roof truss connector of 20-gauge "C" grade hot-dipped galvanized metal is a product of Truss Connectors of America, Dept. SBS, 7100 Coral Way, Miami 55, Fla.



Item has four hooked teeth and a 1/16" collar imbedded into the wood member for every 1.10 sq. inch of metal. One 8D 1 1/4" annual or square shank barbed nail for every 4 sq. in. of metal is driven through 0.125" diameter hole.

Write M12 on reply card, page 69.

GAS-ELECTRIC BUILT-INS

Town House 24, one-piece electric or gas built-in, has been developed by Tennessee Stove Works, Dept. SBS, Chattanooga 1, Tenn.

Four top elements equipped with infinite controls instead of standard five-speed or seven-speed switches. Oven features "Lo-Temp" control which accurately controls roasting and baking as well as keeps warm temperatures as low as 140°.

Model comes in brushed chrome or coppertone, pink, yellow, and turquoise porcelain. If cabinets not required, it can be furnished with two finished sides and backrail, making it into free standing range.

Write M13 on reply card, page 69.

TUBULAR WIRE PALLET

"Pallet" device supporting 100 times its own weight has been developed by United States Steel's Tennessee Coal & Iron Division, Dept. SBS, P. O. Box 599, Fairfield, Ala.



"Pallet" or core on which steel wire is wound for shipping is convenient and easy-to-handle, designed to offer wire customers further incentive to buy domestic over imported wire.

Another feature of 20 lb. pallets, in addition to supporting ton of wire each, is that they can be stacked to save storage space.

Fork lifts can handle it from top or bottom. Smaller pallet, which weighs nine pounds, will support about 600 pounds of wire.

Write M14 on reply card, page 69.

OAK WALL PANELING

Oak wall paneling series is announced by Georgia-Pacific Corp., Dept. SBS, Equitable Bldg., Portland, Ore.

Available are brown cottage oak and honeytone oak. Cottage oak plywood panels grooved in random plank style. Quality veneers carefully selected to emphasize growth characteristics of natural oak. Also has triple-topcoat factory finish, baked-on to withstand everything from household chemicals to hot grease.

Honeytone oak reportedly brings out more of natural oak beauty than previous oak panels.

Write M15 on reply card, page 69.

MULTI-PURPOSE PANELING

Dino-Lite — decorative paneling reproductions of fine wood grains produced on plastic film—is announced by Construction Products Corp., Dept. SBS, 6865 N.W. 36th Ave., Miami, Fla.



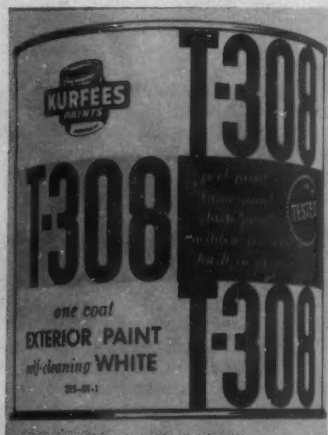
Available in 4' x 8' and 4' x 10' plywood panels, with either random V-grooving spaced 16" o.c., or smoother prefinished surfaces. Produced 1/4" thick for paneling; 3/4" thick for decorative structural use for cabinets; and 1/2" and 3/4" standard composition hard board, smooth two sides.

Wood grain patterns include cherry, bleached walnut, natural walnut, rosewood, natural oak, gray oak, and birch. Reportedly will not crack or peel and are fade and stain-resistant.

Write M16 on reply card, page 69.

ONE-COAT HOUSE PAINT

One-coat exterior house paint, brand-named T-308, is marketed by Kurfees Paint Co., Dept. SBS, 201 E. Market, Louisville, Ky.



Tests reportedly prove that T-308, with built-in primer, is peel-, fume-, stain-, and mildew-proof. All water sensitive pigments have been removed from T-308. Paint formula contains blend of oils and resins, its high degree of elasticity permitting

surface film to expand and contract without fracture.

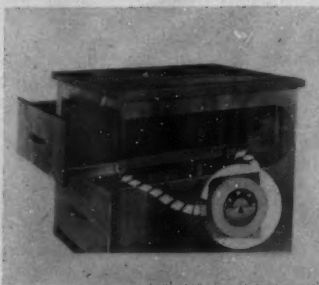
Manufacturer recommends paint both as primer and top coat for new lumber, and as one-coat paint over previously painted surfaces. For complete blister resistance and non-peeling on repaint work, all old paint should be removed. Without addition of thinner, it covers from 500 to 600 sq. ft. per can.

Write M17 on reply card, page 69.

BEARING DRAWER SLIDE

Ball bearing drawer slide that reduces installation time and cost is introduced by Amerock Corp., Dept. SBS, Rockford, Ill.

Designed for side-mounting, sturdy slide supports loads up to 75 lb. Self-aligning tabs on drawer track eliminate measuring and leveling, providing quick, simple installation. Cabinet tracks mount on bottom rail, flush with drawer opening. Only 1/2" clearance is required on each side for installation. Slotted screw holes simplify adjustments.



Available in 18", 20", 22", 24", and 28" lengths, slide has slotted holes at 1/2" intervals, making it easy to cut tracks for in-between lengths.

Write M18 on reply card, page 69.

SUPER-STRONG SHEATHING

Reportedly requiring no corner bracing, Super-Strong sheathing is product of Simpson Logging Co., Dept. SBS, 2041 Washington Bldg., Seattle 1, Wash.

Sheathing is made from fibers of Douglas fir and Western hemlock, integrally treated with asphalt. Supplied in 1/2" thickness of 4' x 8' and 4' x 9' sheets. Direct nailing of wood and asbestos shingles permissible, using annular ring nails of specified size. Physical properties pass FHA requirements for both purposes.

Sheets are lightweight and easy to handle, cut full dimension. In addition to high insulation value, Super-Strong said to provide greater wall strength. No building paper required; high resistance to wind infiltration. Pre-treated by special Eiotex process for protection against termites, rot decay, and mildew.

Write M19 on reply card, page 69.

HYDRAULIC LIFT TRUCK

New 7,000 lb. lift truck with 4' hydraulic forward reach, lifting to height of 13'6" is distributed by Pettibone Mulliken Corp., Dept. SBS, 4700 W. Division St., Chicago, Ill.



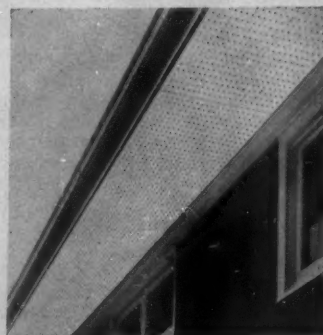
Lift truck reputedly works faster than average lift truck. Because of its reach-out, trucks and flat cars can be loaded and unloaded from one side.

Reaches over low stacks and removes material from high stacks. Absence of mast eliminates trouble involving low doors or warehouse ceilings.

Write M20 on reply card, page 69.

PERFORATED SOFFIT PANEL

Perforated asbestos-cement soffit panel — providing built-in ventilation but requiring no insect screening — is announced by National Gypsum Co., Dept. SBS, 325 Delaware Ave., Buffalo 2, N. Y.



Tiny insect-proof holes make panel self-ventilating without screening, louvers, or vents. Material reportedly will not sag, rot, or burn. Holes are big enough for adequate ventilation, yet small enough to meet FHA screening requirements. Uniform white finish is integral part of material, eliminating maintenance problems since soffits purportedly never need painting.

Write M21 on reply card, page 69.

DOUBLE SLIDING WINDOWS

Fully-adjustable sliding aluminum glass door is available from Porta Aluminum, Inc., Dept. SBS, Bellmore, Long Island, N. Y.

It features solid one-piece chrome handle with gold nameplate. "Solid body" handle construction reputedly eliminates possibility of breakage.

Special adaptors available for use of $\frac{5}{8}$ " insulated glass.

Precision-built and weathertight, it has sloped track for quick water run-off and deep tubular locking stiles for added strength.

Write M22 on reply card, page 69.

OUTDOOR PARTITION

So that any weekend putterer can enclose his patio, swimming pool, or yard area in jig time, Homeshield Privacy Panel has been announced by American Screen Products Co., Dept. SBS, Chatsworth, Ill.

Item is composed of pre-drilled, roll-formed painted aluminum sections, fastened to pre-painted tubing with ordinary sheet metal screws. They are packaged one panel to box, one panel consisting of eight pre-drilled pan sections and two pre-



drilled lengths of tubing. All components are supplied with durable white baked enameled finish, with fasteners included in package. Panels produced in 4', 5', and 6' heights. Each is 6' wide when assembled. None weighs over 22 lbs.

Write M23 on reply card, page 69.

WOOD FIBER CEILING TILE

Enhanced decorative effects have reportedly been achieved with pin-perforated Quietone wood fiber acoustical ceiling tile, manufactured by United States Gypsum Co., Dept. SBS, 300 W. Adams St., Chicago 6, Ill.

Thousands of tiny perforations are cleanly drilled into tile, which has high sound-absorption value. Available in 12" x 12" bevel butt edge for adhesive application, or in 12" x 24" Twin-Tile design with tongue-and-groove edge for concealed nailing or stapling. Both sizes

are one-half inch thick.

Pin-perforated Quietone is pre-decorated with bone-white finish that is highly light reflective. Said to withstand repeated cleanings.

Write M24 on reply card, page 69.

AUTOMATIC STUD MARKER

Versatile tool — which reportedly marks accurately and automatically 8", 12", 16", or 24" centers on wood,



steel or concrete plates and studs — is innovation of Pearson Products, Dept. SBS, 127 Kipling St., Elyria, Ohio.

"Mark 16," ruggedly constructed with cast aluminum body, is self-inking, with no adjustments necessary. Calibrated wheel permits setting so that first mark can be at any desired measurement from edge of plate.

Write M25 on reply card, page 69.

CONCRETE ADHESIVE MIX

Concrete adhesive mix — for repairing and resurfacing concrete, stucco, masonry, and plaster — is available from Wilhold Glues, Inc., Dept. SBS, 4600 W. Erie St., Chicago 44, Ill.



Claimed to allow easier troweling, smoother floors, to be longer-lasting, and easier painted.

Write M26 on reply card, page 69.

ECONOMY RANGE HOOD

Series 5300 economy model range hood — designed to meet demand for space-saving, solid-top hood — is

marketed by Leigh Building Products Div., Air Control Products, Inc., Dept. SBS, Coopersville, Mich.

The 5300 Series range hood is completely wired for both fan and light and is suited for installation with any of Leigh's wall-type ventilating fans. No sacrificing precious cabinet space for duct work. Merely duct fan straight through wall to outside wall cap.

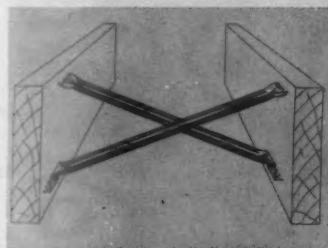
Range hood is available in two distinctive finishes — brushed chrometone or coppertone. The unit is available in four sizes — 24", 30", 36" and 42".

Mitered corners prevent interference with cabinet doors. Lighting fixture is centered to provide maximum glare-proof illumination over entire working surface beneath unit. U. L. approved.

Write M27 on reply card, page 69.

METAL BRIDGING LINE

Expansion of Fas-Lok metal bridging line—to include sizes for 2 x 8, 2 x 10 and 2 x 12 wood joists spaced 24" on centers — is announced by Timber Engineering Co., Dept. SBS, 1319 Eighteenth St., N.W., Washington 6, D. C.



Bridging previously has been available only for 16" spacing. Principal use of larger size bridging will be in commercial and industrial buildings where cross bridging is required between roof joists.

Feature of bridging is installation from either above or below joists in one operation. Use of nails is completely eliminated through uniquely designed "lazy nail" projection which grips wood fibers of joist. Only few taps of hammer are required to complete installation.

Write M28 on reply card, page 69.

RESIDENTIAL LOCKSETS

Complete new line of low-cost residential locksets and latches are marketed by Sargent & Co., Dept. SBS, New Haven 9, Conn.

Competitive low-end lock offers full-sized knobs, set 2½" from door jamb, eliminating danger of knuckle scraping. Easy to re-key, five-pin tumbler cylinders said to insure lock security. Minimum 7/16" throw holds door closed and compensates for door settling or warpage.

Write M29 on reply card, page 69.

STRUCTURAL PANEL

Aluminum structural panel, claimed stronger than any other aluminum load-bearing panel, is now available from Reynolds Metals Co., Dept. SBS, 5th & Cary Sts., Richmond 15, Va.

Designated "Reynocore," panel is sandwich of two flat sheets of aluminum bonded to core of either corrugated or delta-formed aluminum sheet. In walls and roof decks, outer sheet of panel serves as durable exterior facing. Inside sheet provides finished interior surface, and core gives panel rugged structural strength. Interior surface, when perforated, functions as acoustical panel without destroying its structural qualities.

Panels can be ordered in wide range of durable, baked-enamel colors and in any embossed design. Manufactured in variety of sizes, as well as standard 4' x 8' sizes in 1/4", 1", 2" and 3" thicknesses. Some panels available on special order in lengths up to 15'.

Write M30 on reply card, page 69.

WATERPROOFING SHEET

Thin-gauge flexible sheet for elastic through-wall flashing and membrane waterproofing is announced by Dow Chemical Co., Dept. SBS, Midland, Mich.

Trademarked Saraloy 200, material is designed as companion product to Saraloy 400 elastic flashing, recommended for most waterproofing and flashing applications, not involving direct sunlight.



Nominal sheet thickness over-all is 1/32". Available in rolls 36" wide, weighing approximately 50 lbs., and containing 200 sq. ft. of material.

Write M31 on reply card, page 69.

KD JALOUSIE WINDOW

Ualco aluminum KD jalousie window is now marketed by Southern Sash Sales & Supply Co., Dept. SBS, Sheffield, Ala.

KD jalousies are shipped with jambs precut in pairs (right and left) and head and sills in random



lengths. Straight cut will reportedly provide any width desired.

Glass is 7/32" crystal sheet in multiple lengths, clear or obscure. Glazing bead is included either for glazing with 1/4" plate, 1/2" or 1" Thermopane. Complete hardware included. Picture window sections furnished in 12' lengths.

Write M32 on reply card, page 69.

DURABLE FLAKEBOARD

Smooth-surfaced flakeboard, first to be produced in United States by famous German-developed Bison system, is introduced by Wood Fibreboard Co., Dept. SBS, Albany, Ore. Wood Fibreboard is joint venture of Willamette Valley Lumber Co., Dallas, and Santiam Lumber Co., Sweet Home.

Durafake flakeboard is said to be economically and practically used in wall partitions, sliding doors, floor underlayments, and mobile homes. In Bison system, all particles are passed through forming machine to make progressively graduated board. Resin is then applied to wood particles, insuring uniform coverage of largest as well as smallest particles, and achieving highest possible internal bond. Bison system also reportedly gives Durafake fine surface that prevents telegraphing, has excellent screw holding properties, and uniform density.

Write M33 on reply card, page 69.

DUCT-FREE HOOD DESIGN

Duct-free hood, with exclusive directional filtering, is newest innovation of Philip Carey Mfg. Co., Dept. SBS, Middletown, Ohio.

Twin air filter intakes are located directly over range burners for greatest air-cleaning efficiency. Centrally-located exhaust fan in unit pulls grease-laden hot air and cooking odors through twin intakes and passes them through triple filter elements.

Filter elements consist of replaceable successive layers of heavy-duty

aluminum mesh, spun fiberglass and fine granules of activated charcoal. Fresh, clean air is returned to room through vents in upper slope of hood. Decorative, stainless steel diverter directs exhausted clean air overhead and away from face and cabinets.

Duct-free Coverage is available in 30", 36" and 42" sizes, in coppertone and stainless steel. Exhaust fan and light are operated by push-button controls mounted in front of range hood. Completely pre-assembled and pre-wired at factory, only one electrical outlet required.

Write M34 on reply card, page 69.

AUTOMATIC NAILING GUN

Portable, single-blow automatic nailing gun has been added to Powasert line of high-speed nailing equipment, manufactured by United Shoe Machinery Corp., Dept. SBS, 140 Federal St., Boston 7, Mass.

It drives 120 nails per minute in sizes up to 2 1/2" long (8-penny), with heads up to 3/8" diameter.



Eight-penny gun weighs only nine lbs., operates on 95 lbs. p.s.i. air, consuming 20 cfm at top speed, and will cover area of 12' radius from wheel-mounted hopper. Drives nails vertically, horizontally, upside down, or at any angle.

Write M35 on reply card, page 69.

INTERIOR WOOD FINISH

Rez 20 — clear, fast-drying interior wood finish — has been developed by Rez Wood-Tones, Inc., Dept. SBS, P. O. Box 142, Springdale, Pa.

Said to provide beautiful, durable, clear satin finish on all interior wood surfaces, including paneling, doors, cabinets, woodworks, furniture and floors.

Dries to touch, and dust free in 20 minutes. Second coat can be applied in two hours. Finish is both alcohol and water resistant. Available in brush-on cans as well as convenient aerosol can.

Write M36 on reply card, page 69.

LONG-WEAR FLOORING

Tough, long-wearing floor covering is now marketed in two decorated patterns by Fibreboard Paper Products Corp., Dept. SBS, 475 Brannan St., San Francisco 19, Calif.



Named Deco Tread Mastipave, product incorporates random-scattered vinyl chips as decoration. Said to hide trackage, scuffs and scratches. Terra cotta Mastipave decorated with chips of sandalwood and beige; black Mastipave with gray and green chips.

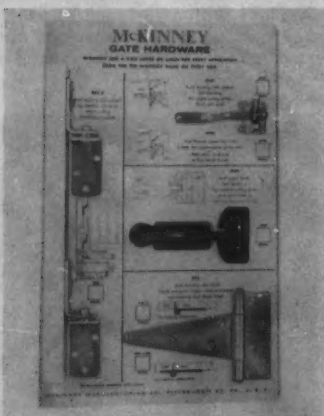
Sold in rolls yard wide by 30 yards long and in 9" x 9" blocks.

Write M37 on reply card, page 69.

GATE HARDWARE SETS

Assortment of McKinney gate hardware is available from McKinney Mfg. Co., Dept. SBS, 1715 Liverpool St., Pittsburgh 33, Pa.

Assortment, called No. 15, includes variety of most popular gate hardware items. Included in set are: five sets of 826Z, zinc plated, pintle gate hinges; eight pair of SC 844, 6" re-



versible "T" hinges — four pair zinc plated and four with dull black finish; eight 1947 gate latches — four zinc plated and four with dull black finish; four 1949 gate latches — two zinc plated and two with dull black finish; plus three-way gate hardware

display panel for merchandising. Available for limited time only. Write M38 on reply card, page 69.

DUTCH DOOR DESIGNS

Six designs of Dutch doors can be made from interchangeable tops and bottoms, manufactured by Caradco, Inc., Dept. SBS, 11th & Jackson Sts., Dubuque, Iowa.

Available in 2'6", 2'8" and 3'0" x 6'8" x 1 1/2". Tubular shaped weather-strip of premium grade vinyl is rolled into wood stop and applied to "tops" at factory. Bottoms are rab-

beted and bedded. Manufactured of clear kiln-dried ponderosa pine. Write M39 on reply card, page 69.



Sugar Pine specialists

TW&J's high altitude Sugar Pine forests provide slow growth, premium stock with the smooth, easy working, soft texture demanded by craftsmen.

TW&J Sugar Pine has all the inherent natural qualities of the species plus the additional advantage of TW&J's **Quality Control Check System** of manufacture which starts in the woods and continues on through the sawmill to scientific seasoning and careful shipping. Available for year around delivery in 4/4 to 16/4.

The world's largest producer of Sugar Pine with 10 mills in the heart of the High Sierra Sugar Pine belt to serve you.

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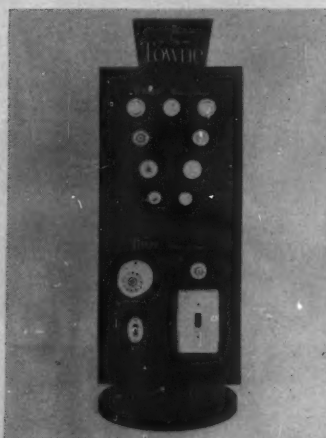
Teletype SF 211



SILENT SALESMEN

HARDWARE DISPLAY RACKS

Multi-use turntable display racks are designed for "Hardware of Elegance" line of decorative ceramic door-knobs, drawer and cabinet pulls, keyhole plates, switch plates, and related items.



Separate panels may be displayed independently on counters, by means of easel back, or wall hung. Wood-constructed and beautifully lacquered, two turntable merchandisers are made of eight board mounts, four to side. Over-all size is 28" x 10 1/2".

Eight board mounts available without turntable, singly or in any combination, plus ninth board drilled to mount any part of line dealer orders.

Contact: Towne Hardware Div., Yale & Towne Mfg. Co., Dept. SBS, 144 East 44th St., New York 17, N. Y.

SIDING SALES PROMOTER

Unique carrying case contains matching siding accessory kit to demonstrate clapboard 32" siding, styled with duo-vinyl-acrylate finish. It is for use by applicator salesmen to show home-owners popular



designs and economy of extra long panels.

Matching accessories include pieces of custom-styled asbestos siding, colored corners, colored nails, and matching caulking compound. Kit may also be set up as counter display.

Made of asbestos fibers and portland cement, siding features stabilized pigmentation with double-depth protective coating.

Contact: Flintkote Co., Dept. SBS, 30 Rockefeller Plaza, New York 20, N. Y.

TOOL MERCHANDISER

Four-way, fix-up, paint-up tool fixture, called Smorgas-Board 400, displays six each of 22 individually carded tools. Flexible, four-way fixture may be used as stand that takes 14" circle of floor space, or may be adjusted to fit counter top, gondola, store wall, post, or hung from ceiling.

Revolving, all-wood constructed stand finished in peacock blue with extruded aluminum bracket. Packed complete with tool assortment in one corrugated container.



Contact: Hyde Mfg. Co., Dept. SBS, Southbridge, Mass.

CUSTOM COLOR SYSTEM

Color arrangement, which presents collection of 1,200 scientifically-selected colors, is updating of original Nu-Hue system introduced by company in 1946.

All colors are coded on punch cards for instant preparation by retail paint dealer on electronic Colorobot. Machine can deliver all colors in interior finishes, as well as exteriors, including flat, gloss, semi-

gloss, masonry, shingle, and emulsions.

Purse-size packet, called Contempotones Selection, contains 64 most useful decorating colors in system, arranged in "families" of colors — eight per card.



Contact: Martin-Senour Co., Dept. SBS, 2500 S. Senour Ave., Chicago, Ill.

ADVERTISING MATS

Six newspaper advertising mats have been prepared for Marlite dealers. Each of two-column mats has illustration across top. Two living rooms, bathroom, two kitchens, and recreation room are used to illustrate paneling.

Contact: Marsh Wall Products, Inc., Dept. SBS, 113 Main St., Dover, Ohio.

PANELING MERCHANDISER

Colorful, informative counter display selling Masonite's Seadrift shows three rows of new hardboard samples — as it is shipped with white primecoat; finished in single color; and with two-toned finish. At lower part of display are four suggested color treatments, imprinted in natural color.



Contact: Masonite Corp., Dept. SBS, 111 W. Washington, Chicago, Ill.

AIRCRAFT EXHIBIT — First business-flying aircraft to be exhibited in National Air Museum of Smithsonian Institution, Washington, D. C., will be Beechcraft Model 18, donated by Red Devil Tools of Union, N. J. Red Devil Board Chairman George Lee Sr. (third from left) presents airplane to Dr. Leonard Carmichael of the Institution (fourth from left) during ceremonies at National Airport in Washington. Participating were (l to r): Philip S. Hopkins, director, National Air Museum; John L. Lee, Red Devil executive vice-president; Lee; Dr. Carmichael; George Lee Jr., Red Devil president; and Robert Todd Lee. Beechcraft display will join Smithsonian's aeronautical collections begun in 1876. Red Devil manufactures painters' and glaziers' tools, paint conditioners, hardware specialties, and residential and commercial floor machines.



NWPC Budget Proposes \$500,000 Increase For Technical Service

Preliminary National Wood Promotion Committee budget for 1961 proposes an increase of nearly half-million dollars in funds for National Lumber Manufacturers Assn.'s technical services division. Money will be used to finance expansion of NLMA's technical field staff and services.

Nine federated associations, providing 88 per cent of revenues, have already approved budget expansion. Program is still subject to approval by federated associations subscribing 80 per cent of revenues.

Projected program is weighted heavily towards expansion of technical operations, envisioning a doubling of field offices from 11 to 22 and increasing technical field specialists from 28 to 52.

Proposed also are 36 per cent increase in technical and engineering literature, 34 per cent increase in educational activities and exhibits, and 58 per cent increase in technical market and data development studies.

Wood Study Underway

The U. S. Forest Service, in cooperation with the Federal Housing Administration, is making a nationwide study of wood used in FHA-insured houses. Information for survey is being obtained from FHA insuring offices across the country. Study will give an indication of amounts of lumber, plywood, particle board, and fiber boards used in single-family detached houses.



ROSBORO specializes in mixed cars for Retail Lumber Dealers

TOP QUALITY MIXED CARS. For 20 years Rosboro has been operating a modern mill with the needs of retail lumber dealers in mind. We specialize in quality kiln dried dimension and shed uppers.

DOUGLAS FIR PLYWOOD in sheathing and sanded, exterior and interior, DFPA grade-stamped, is offered in straight cars or mixed cars of lumber and plywood.

GOOD TIMBER, a modern mill, a single ownership and a long range operation all add up to dependability of product and ability to serve quickly.

**Douglas Fir
West Coast Hemlock
Western Red Cedar**



DEALER NEWS

FLORIDA

HOLLYWOOD: Lindsley Lumber Co. is building a \$134,000 store, here, at 1800 N. State Rd. 7.

LOUISIANA

ALEXANDRIA: Handyman Store recently held its grand opening. A self-service building materials super-market, store advertises "wholesale prices to anybody."

NORTH CAROLINA

GREENSBORO: J. R. Pitts Lumber Co., located on Ashe St. for 63 years, will move into new \$65,000 building at 1411 Mill St. Property was leased to lumber firm by City Homes, Inc.

RURAL HALL: Burke E. Wilson, president, Wilson Bros. Lumber Co., here, has been elected director in Lumber Mutual Fire Insurance Co. of Boston. He is a director of Carolina Lumber and Building Supply Assn., having served as first, second, and third vice-president.

SOUTH CAROLINA

COLUMBIA: M. R. Bagnal Jr., vice-president and manager, Bagnal Builders Supply Co., here, was recently elected a director of Lumber Mutual Fire Insurance Co. of Boston. Bagnal was president of the Carolina Lumber and Building Supply Assn. last year, following in the footsteps of his father, M. R. Bagnal Sr., oldest living past-president and now life director.

TENNESSEE

MURFREESBORO: Bell Bros. & Co., Inc., recently moved to new location at 117 Bridge Ave., here.

TEXAS

HOUSTON: Discount Lumber Mart has opened for business, selling lumber and building materials at 10 to 25 per cent below prevailing retail costs, according to General Sales Manager M. W. Hopson. Mart reportedly will operate on low-overhead basis by buying in volume from mills and selling directly to consumer.

VIRGINIA

RICHMOND: Two-alarm fire re-

cently destroyed portion of A. E. Tate Lumber Co., Inc., at 100 E. Belt Blvd. Fire apparently started in wooden section of building, in area where stacks of lumber, millwork, frames, and moldings were stored for shipment.

OBITUARIES

JACKSON TAYLOR COLE, 55. Associated with Cole Lumber and Supply Co., Paducah, Ky.

WILLIAM R. JOHNSTON, 50. Manager of Stickle Lumber Co., Oklahoma City, Okla., until retirement in 1959.

DAN HENRY SINGLEY, 42. President of Singley-Wier, Inc., Gulfport, Miss.

NRLDA Adds Committees; Southerners Are Named

Eight additional national committees of National Retail Lumber Dealers Assn. have been appointed by President Paul V. DeVille, completing committee roster for present year.

Southern dealers appointed to committees include: Committee on Finance — Sub-Committee on Membership — Oertell Collins, Savannah, Ga., chairman; and S. S. Forrest, Lubbock, Tex.

Committee on Government Relations — Henry Munnerlyn, Bennettsville, S. C.; A. U. Taylor, Jackson, Tenn.; and Harris Mitchell, Richmond, Va.

Committee on Industry Relations — Craig Ruffin, Richmond, Va., chairman; Owen Duncan, Huntington, W. Va.; and Charles G. Bufum Jr., Louisiana, Md.

Many Lumber Mills Support NRLDA's Standard Unit

Since announcement by the National Retail Lumber Dealers Assn. about its adoption of a unit standardization program, numerous lumber mills are said to have indicated willingness to package shipments in 4' x 4' standard units. NRLDA list of mills complying



HOO-HOOS SCORE—At recent Oklahoma Lumbermen's Assn. convention in Oklahoma City, Frank A. Laagley Jr., center, of Hot Springs, Ark. — member of Supreme Nine, Senior Hoo-Hoo Jurisdiction VII — commends Governor J. Howard Edmondson's proclamation on National Forest Products Week. Examining document with Laagley are, left, Joel K. Peek, president of Oklahoma City Hoo-Hoo Club 5; and, right, Carl D. Hadlock, state deputy snark of Hoo-Hoo and past-president of Oklahoma City Club.

with this standard reputedly now contains some 550 names.

Expansion of the standard unit program will allow better space utilization in dealers' yards, and rail and truck hauling of lumber will be more efficient. Informed estimates, furthermore, indicate that labor savings per car for unloading operations will range from \$20 to \$30.



WINTER-MONTH SALES 'PERK-UP' — Dealers can increase sales during slow winter months with new "Winter Fix-Up Time" promotion recently introduced by Celotex Corp. Package enables dealers also to boost sales of related items. Featured in kit is counter or wall display (photograph) with take-home literature describing how home-owner can secure materials for 12' x 24' recreation room for as little as \$198.50. Provision also made for home-owner to list dimensions of his own proposed recreation room.



SEAM-BUSTING RESULTS — New 26,000 sq. ft. headquarters of Schaefer Sash & Door Co., Atlanta, Ga., (above) represents doubled-barreled jump from original 13,000 sq. ft. operation established six years ago. In city's fashionable and convenient new Armour Industrial Park area, Schaefer S&D now boasts 182 lineal feet of truck-loading docks, 12' wide and fully covered for bad-weather business. Firm also has installed up-to-minute door unit equipment, including sizing and boring machines, jamb routing table, miter and kerf machines, and assembly table. Above are (l to r) firm's contemporary-styled brick entrance, plus spacious new sash and door unit departments. Dave Schaefer Sr. is president of company, which draws dealer-trade from approximate 150-mile radius.

STRICTLY WHOLESALE

DURHAM, N. C.: Dealers Supply Co., here, has been named distributor in northern and northwestern North Carolina for Goodyear Tire & Rubber Co.'s flooring products.

FORT LAUDERDALE, FLA.: Central Wholesale Supply Co. has constructed new warehouse facilities, here.

DALLAS, TEX.: Smith & Hedrick, Inc., wholesale lumber firm, has been organized by Joe W. Smith Jr. and Joe Hedrick. Company proposes to supply retail lumber dealers with forest products in north, west, and central Texas, specializing in marketing of SPIB grade-marked Southern yellow pine. Smith and Hedrick have been engaged previously in wholesale dimensional lumber business.

NEW ORLEANS, LA.: Floor-N-Wall Distributors, Inc., here, is new distributor for Plyfloor, Inc.'s complete line of prefinished block flooring and accessory products. Other distributors named include Republic Lumber and Building Supply Co., Inc., Richmond, Va., and Baltimore Floor Supply Co., Baltimore, Md.

SIKESTON, MO.: New distributor for Kitchen Kompact, Inc., birch

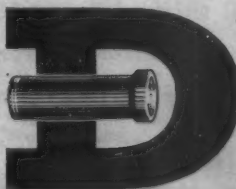
Progress in sanitation



Today, Dickey Pipe is half sold when you get it

Dickey ads in 83 magazines . . . direct mail to all master plumbers in your area . . . informative catalogs and literature . . . all are working for you, helping to sell Dickey Pipe. These silent salesmen tell a bigger

audience than ever before about the Dickey products you sell. And this promotional work is all specifically designed to reach your customers. That's why we say the pipe is half sold when you get it.



Providing improved sanitation for better living

DICKEY

sanitary salt-glazed clay pipe

W. S. DICKEY CLAY MFG. CO.

Birmingham, Ala. Chattanooga, Tenn. Kansas City, Mo. Meridian, Miss.
St. Louis, Mo. San Antonio, Tex. Texarkana, Tex.-Ark.

— If it's made of clay it's good . . . if it's made by Dickey it's better



CAR WINNER — Elmore Nunn, right, of Maynard Sash & Door Co., Amarillo, Texas, gratefully accepts keys to 1961 Ford Falcon he won as first prize in national distributor sales contest, recently sponsored by Wepeco, Div. of The Weather-Proof Co., Litchfield, Ill. Pictured with Nunn are (l to r) Bill Wittmack and Harold Horowitz, vice-president-marketing and president, respectively, of Wepeco. Other Southerners receiving plaque citations in contest were B. Bledsoe, Hassinger Wholesale Co., Greensboro, N. C.; B. Raaf, General Sash & Door Co., Tulsa, Okla.; H. McClellan, Dealers Warehouse Corp., Knoxville, Tenn.; B. Clark, Rounds & Porter Co., Wichita, Kans., and T. Tillery, Delph Hardware & Specialty Co., Charlotte, N. C.

kitchen cabinet manufacturer, here, is E. C. Robinson Lumber Co.

CHARLOTTE, N. C.: Carolina Tile Distributors Co., Inc., has been appointed Goodyear Tire & Rubber Co. flooring products distributor in North and South Carolina.

CHARLESTON, S. C.: Charleston Plywood Co. has expanded facilities and changed its name to Charleston Plywood & Lumber Co. One of largest building material distributors in Southeast, its new facilities include 160' covered loading dock, 11 delivery trucks, and four fork-lift trucks.

NASHVILLE, TENN.: T. L. Herbert & Sons — supplier of builders' hardware, partition and masonry materials, and allied products — has been named distributor of Amweld metal doors and frames. Addition to complete line of Amweld products will reportedly enable firm to offer coordinated consulting service to architects and contractors, plus more diversified line for large and small contractors. Amweld line is made by Amweld Building Products Division.

Builders' Guide and Catalog Published by Weyerhaeuser



Sixteen-page, four-color booklet, entitled "A Catalog and Guide for Builders and Architects," provides specific product data and detailed working and application instructions for Weyerhaeuser hardboards.

It presents specifications and

color photos of entire line of exterior and interior hardboard types for construction uses, illustrating many decorating and building ideas. Hardboards presented include pre-finished Weytone and entirely new line of prime-coated tempered Weytex for panel siding, gable ends, soffits and fencing.

Copy of catalog is available from Silvatek Division, Weyerhaeuser Co., Dept. SBS, Tacoma, Washington.

Two-Car Garage Said a 'Must'

Two-car garage is fast becoming as important an adjunct to suburban homes as family recreation room, picture window, or backyard barbecue pit, according to Sales Vice-President Charles R. O'Donnell of Universal C.I.T. Credit Corp. "Just as garage-less home is a rarity today, the home without a two-car garage will be exception rather than the rule in tomorrow's suburbs," O'Donnell said.

sales offices throughout the world

Dant & Russell, inc.

GENERAL OFFICE: PORTLAND 1, OREGON



Last year D & R shipped over 650,000,000 feet of lumber and allied products to satisfied customers in all parts of the United States. This volume has been growing steadily for over 55 years.

DOMESTIC, EXPORT & IMPORT • RAIL & WATER

NCMA Film Features Fallout Shelter For Protection From Atomic Radiation



Walt Durbahn of television program, "Walt's Workshop," begins to build his fallout shelter in scene from new civil defense film produced by National Concrete Masonry Assn., with technical assistance by National Office of Civil and Defense Mobilization. "Walt Builds a Family Fallout Shelter" depicts how majority of Americans can afford protection against effects of atomic radiation.

National Concrete Masonry Assn.'s new film, "Walt Builds a Family Fallout Shelter," dramatically illustrates how majority of American families of average income can afford protection against effects of atomic radiation.

The 28-minute long, 16 millimeter sound film in black and white stars Walt Durbahn of television program, "Walt's Workshop."

Plans for shelter shown in film were reviewed by Office of Civil

and Defense Mobilization, which found that economical 8 x 4 x 16" solid concrete masonry units used met all requirements for adequate protection against atomic fallout, as well as natural disaster.

In addition to its shelter purpose, room may be used as extra bedroom, family or music room. To depict speed with which this shelter is constructed, film presents step-by-step building methods that can be followed with reasonable ease.

'Tomorrow's Home Today' Detailed in New Booklet

The story of "Tomorrow's Home Today," a complete case history of a research house built to explore uses of fir plywood components in home building, has just been completed by the Douglas Fir Plywood Assn.

The 16-page booklet describes the research and development house built in Champaign, Ill., by DFPA, Plywood Fabricator Service, Inc., and the Lumber Dealers Research Council.

Included are details of planning, design and engineering of the six varieties of components used in the house, and the conclusions that may be drawn from this structural advance. Detailed descriptions and photographs of all the components, their erection and fabrication, also are included.

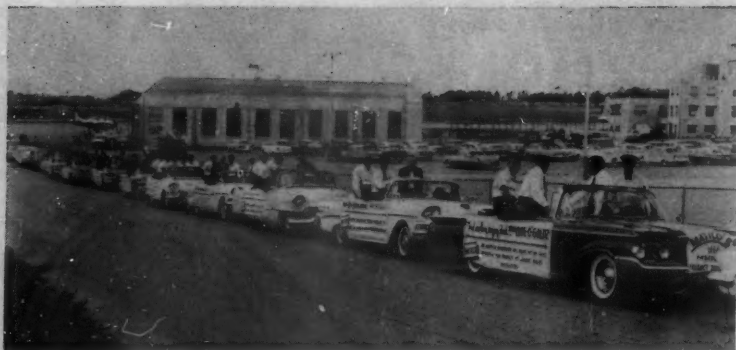
The booklet is available free by writing Douglas Fir Plywood Assn., Dept. SBS, Tacoma 2, Wash.

D & R



*are represented by over 150
men in sales of West Coast lumber products.*

**DANT & RUSSELL OFFICES IN
WASHINGTON, D. C.
FORT LAUDERDALE, FLORIDA**



Barrett to Manufacture Gypsum Board Chemically

Ground has been broken by Allied Chemical's Barrett Division for construction of its first plant to manufacture gypsum board chemically, instead of from gypsum rock.

Gypsum will be made from by-product of phosphoric acid, reported Barrett President H. Dorn Stewart. He explained that "key achievement in this development is that of finding a way to remove phosphoric acid during manufacturing process."

Building materials manufacturers have been thwarted in previous attempts to make gypsum chemically by acid's corrosion of machinery. New Barrett process is said not only to make gypsum identical to that made from natural ore, but to allow for better control of board's quality.

Richheimer Opens National Miami Franchise Operation

First national franchise of Herbert R. Richheimer, Inc., one of America's largest home improve-

ment companies, opened recently in Miami, with a permanent 25-room display of ideas, floor plans, and products.

Richheimer-Miller Modernizers, division of Miami's F & R Builders, will renovate obsolete homes, expand small homes, and customize new mass project homes, according to Gene S. Fisher, president.

Bernard Miller of Miami — a graduate of Richheimer Modernizing Systems, Inc.'s school in New York — heads new division, serving Miami, Orlando, St. Petersburg, Tampa, and southern Florida communities.

Southern Lumber Groups Unite To Improve Market

A new lumber federation, the Southeastern Lumber Manufacturers Assn.—comprised of four leading regional lumber organizations — has been formed to coordinate freight rates, regain Eastern markets, and to enforce dry lumber codes.

The lumber federation was proposed in August at Savannah, Ga., by a group of Southern yellow pine manufacturers, some mixed operations of Southern pine, cypress,

PRODUCT PARADE—Recent regional sales meeting of Mastic Tile Div., Ruberoid Co., gets off to "beautiful" start at Knoxville, Tenn., airport. Heralding Matico's 1960 Parade of Product Beauties, some sixty sales personnel from Mastic's Eastern and Midwestern divisions man 15-car motorcade as it leaves for Gatlinburg, Tenn., where three-day session was held.

and hardwoods. Thus far having ratified the proposal are the Carolina-Georgia Lumbermen's Assn., Florida-Georgia Quality Pine Producers, and the Southeastern Pine Marketing Institute.

A newsletter reportedly will be published monthly for member mills from SLMA headquarters at Savannah. SPMI Executive Secretary John C. Milliner Jr. reportedly will head SLMA headquarters activity. Inquiries concerning the new association should be addressed to him at P. O. Box 1005, Savannah.

G-P Acquires Ritter Lumber, Plus Pilot Rock Properties

Georgia-Pacific Corp. has acquired W. M. Ritter Lumber Co. and properties of Pilot Rock Lumber Co. in eastern Oregon.

Ritter merger brings to G-P about 300,000 acres of land, principally in Virginia and West Virginia, of which approximately 220,500 acres are timberlands of high-grade Southern and Appalachian hardwoods.

Pilot Rock properties consist of approximately 100,000 acres of timberlands, about 65 per cent of which is ponderosa pine, in and around Pendleton, Ore. Related logging and manufacturing facilities have annual capacity of 50-million board feet.



NEW! WINDOR ALUMINUM INSERT

It's Complete! It's Adaptable to Any Stock Door

WINDOR is a combination window and screen unit that comes to you completely assembled, ready to install. Mounts in any 1½ or 1¾ stock door, even flush doors with the use of optional interior wood trim adapters. Fully weather-stripped with rigid vinyl, WINDOR sash won't fall or stick. Outstanding features include interlocking meeting rail, positive spring loaded lock, patented vinyl glazing bead and removable sash for easy cleaning. Write today for complete details and specifications!

THREE POPULAR STYLES: Single Hung, Horizontal Slide, Stationary Sash

WINDOR INDUSTRIES, INC.

422 Singleton Blvd. • Dallas, Texas

DFPA Publishes Layout For Rigid Frame Building

Plans for a new 52' rigid frame building have been published by the Douglas Fir Plywood Assn., Tacoma, Wash.

The plan is one of three rigid frame plans offered by the association. The others are for a 32' clear span building and a 40' clear span building.

Four of the 52' span buildings are under construction in central Washington and will be used for potato storage. These four buildings are each 100' long and are fully insulated and lined with fir plywood. With insulation and ventilation equipment, the four buildings are expected to cost about \$10,000 each.

A fifth building, also to be used for potato storage, is under construction at Othello, Wash., and will be 300' long.

Originally developed as a farm building, basic rigid frame structure has been used successfully as a chapel, a park shelter, an airplane hangar, a nightclub, a gymnasium (built entirely by teenagers), as well as for farm buildings

-ranging from grain storage units to poultry houses.

The building offers a high degree of utility along with pleasing appearance.

It can be constructed with a minimum of help from skilled craftsmen and all materials are easily worked with conventional carpentry tools.

Plans are available from the Douglas Fir Plywood Assn., Dept. SBS, Tacoma 2, Wash. Ask for form 60-530 and enclose 10 cents to cover handling costs.

'Relatedness' Principle

(Continued from page 42)

"It makes a complete home improvement service."

Borrego believes that Peninsular's manufacturing plant, its cabinet shop operation employing 26 men, three modernized stores, and a substantial capital in construction loans offer about enough "relatedness" for one man to handle sensibly at one time.

He feels certain, however, that the progression of "relatedness" will continue between increased volume and increased profits.

Remodeling Beats Decline

(Continued from page 39)

penter particularly liked the commission set-up. So, both men went on a straight hourly wage at local carpenters' union scale.

"The man liked the extra commissions he made," Peters explains, "but he didn't care for selling. The basic reason for putting an outside man on commission is so that he will help sell additional jobs. The average carpenter is perhaps the world's worst salesman, and we quickly saw that we would be better off — and so would the carpenters — if they stuck strictly to their own work and we did all selling with our regular outside salesmen."

One of the two remodeling carpenters draws foreman's wages, supervising jobs as well as working on them.

"In four years since we set up this program, we have not had to lay off our carpenters," Peters declares, "and at times we have had to hire extra men to help the two regulars."

Remodeling jobs come as a result of consistent local advertising and the work of three outside



SAVE DOLLARS

ON YOUR NEXT ORDER OF

ORNAMENTAL IRON

Buy DIRECT from the MANUFACTURER and POCKET the DIFFERENCE

CALL WACO Plaza 6-1867 COLLECT AND PLACE YOUR ORDER WITH DAVIS, WHOLESALE ONLY.

COMPLETE CATALOGS AND PRICE LIST AVAILABLE UPON REQUEST.

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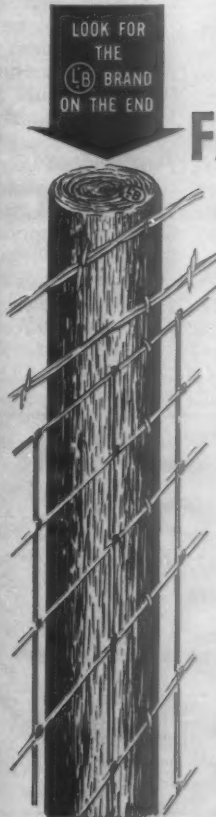
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No. 7 FLAT

No. 102 OAK LEAF FLAT

DAVIS IRON WORKS, INC.

P. O. BOX 7335 • WACO, TEXAS



The Post That's FARM-TESTED

Since 1915 over 60 million of these straight, strong, durable LONG-BELL posts have been installed on the farms and ranches of America.

Pressure-treated with 100% creosote or with 5% Penta solution they guarantee years and years of trouble-free fenceline service.

Stock the famous L-B post for real customer satisfaction.

manufactured only by

Wood Preserving Division

of
International Paper Company
Kansas City, Mo. & DeRidder, La.

salesmen. Basically, the men work on leads from advertising or from contacts on the sales floor. When they run short of leads from usual sources, they work out their own by talking with customers and getting names of relatives and friends who are talking about remodeling. If necessary, they simply make "cold-turkey" calls. However, the latter is seldom necessary, since company advertising and store contacts generally provide each salesman with sufficient leads.

Job Range. "When we decided to go into remodeling," Peters explains, "we went all the way. We do jobs ranging from a minimum of \$5 to a top, last year, of \$23,000."

The \$5 job is a minimum charge which the company makes for sending a carpenter to a home, even if he does nothing more than replace a cabinet door hook. The \$23,000 job was major remodeling of small local hotel.

"We advertise and encourage home-owners to call us for whatever home repairs they need, regardless of how small," Peters points out. "This is profitable, because even a \$5 minimum repair job may lead, ultimately, to construction of an extra bathroom, carport or playroom."

One company truck operates exclusively for the two carpenters. They use it for hauling their materials to the job and for going to and from work sites. Both men work on the same job. "We tried splitting them," Peters says, "but we found that two men working as a team can turn out more work than each can working on separate jobs, even though both jobs may be small."

Louisiana Western stocks everything that goes into remodeling, except electrical and plumbing supplies. It has found that the re-

modeling program has boosted sales of several specialty items, particularly built-in kitchens, ceiling materials, and flooring. It operates a separate hard-floor department in a room adjacent to the lumber sheds, where customers may select floor-covering patterns from displayed stock and where workmen may also cut and layout flooring for specific jobs.

Financing Program. Although company finances some remodeling jobs through FHA Title I, it finances the greater part of them itself.

"However," Peters notes, "we confine our financing to 24-month loans. 'If the customer needs and insists on longer payment terms, we handle his job through FHA channels.'"

One reason the company went

strongly into its own financing is that it found local banks tended to run "hot-and-cold" on FHA paper. Some weeks they wanted all they could get; other weeks, they apparently wanted none. "We wanted a steady source of financing — one that was the same from day to day," Peters comments. "Hence came our own program."

Company uses the regular FHA interest and payment tables for setting up its own 24-month paper. Credit losses have been virtually nil on these remodeling credit accounts, Peters says. "I only wish our 30-day accounts were as good," he declares.

The company handles these remodeling loans with an open note; but, of course, it checks a prospect's credit standing before financing.

A Texan Heads Dealers

(Continued from page 38)

interest became centered almost entirely in Ethel. His grades skidded. In 1926, at the age of 20, he quit college. He and Ethel were married, and he became yard superintendent at the Oldham-Summer yard.

"My father was quite disappointed that I quit college," he recalls, "for he wanted me to have an education and was eager to provide it. But if I had it to do over, I would make no changes in the pattern. My dominant interest was Ethel and I was doing no good in class, wasting time and money, playing instead of studying. Furthermore, I had found the lumber business more interesting than books."

Assumes Presidency. By 1931 Ben Sumner had died and, in the next year, Walter Oldham passed away. Soon after his father's death,

"Windy," although not at that time a majority stockholder, became president of the firm. Not long thereafter, he and two others within the company bought the Sumner interest and changed the name to Oldham Lumber Co.

From then into 1959, President "Windy" was not distinguished from other personnel by a private office or even a bigger, more important-looking desk. He sat-in with the boys in a somewhat noisy room, answering the phone and running out to the yard as often as any of the others.

Then, in 1959, the firm needed room for expansion and rearrangement of retail stocks. An addition was built and some merchandise was moved. In doing this, it became obvious there would be some left-over space. So "Windy" now has a sumptuous, private office, back about as far as possible from the retail activity in front that he grew up with.

DEALERS!!! LOOK!!!

Greater Sales — New Profits — Additional Business

Air-Lite Vermiculite for

- Plaster Aggregate
- Concrete Aggregate
- Insulation Fill

Franchises available for concrete roof deck applicators in certain areas. Write now for full information.

American Vermiculite Company Incorporated

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Phones: Spruce 2-3221 and Spruce 2-3222

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PARANA

LUMBER—PLYWOOD—DOOR SKINS—VENEER—BOX SHOOK

Tropical hardwood logs for use as veneer or stock lumber.

Call:

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*All types of Millwork, domestic and imported hardwoods
plywoods—hardboards available.*

"I feel sort of put off here by myself," he grumbled.

"I liked it out there where I could greet customers. But, I suppose the head man should be in a private office. However," he added with obvious satisfaction, "I can see some of what is going on from here. See that mirror on the wall?"

Yes, there was a mirror, angled in the vertical plane and firmly anchored to the wall that faced his desk. Until then, it had escaped notice.

"Well, from right here at my desk," he continued, "with a pair of mirrors properly angled, I can see down that hall to the main yard entrance, where most of the customers enter. Four mirrors, altogether," he went on, smiling. "The third one gives me a view of the side entrance, and the fourth is set so I can see into the office behind."

It was pointed out that this Rube Goldberg-type invention, utilizing four seemingly innocent mirrors cunningly angled to provide three different fields of outside vision from an inside room, was not intended to give the cloak-and-dagger shakes to employees. The boss has no reason to spy on them. He just doesn't want to feel so alone back there.

NRLDA Interests. After serving in the various chairs of the Lumbermen's Assn. of Texas, "Windy" was president in 1947. He began attending NRLDA conventions in 1943, and has missed but two since. He has served on the NRLDA budget committee, was alternate, and then regular national director from Texas, and served on the executive committee in 1956, '57, and '58. He was elected treasurer in 1958 and came to the presidency a year ahead of schedule due to a withdrawal. He joined Hoo-Hoo in 1928, is proud of his low-number card, and has served with the Supreme Nine.

He admits to being non-athletic, says he does some gardening and is trying to generate some interest in golf. It may be that Hoo-Hoo comes as near being his hobby as any interest, and he is often the "front" man at concats. In one, he made a solemn address, urging kittens, all seated on a long bench, to contribute to the Red Cross. "If any of you candidates will give \$5, stand up," he concluded. None stood and "Windy" kept raising the figure — \$10, \$15, \$25, on up to \$50, which was the signal for a confederate to press the button that turned the bench into a seat entirely too hot, and all the kit-

tens jumped up unhesitatingly.

Although not noisy, as previously emphasized, "Windy's" keen sense of humor often erupts unexpectedly, especially at LAT board meetings. Here, he will arise in all solemnity to plunge the needle, inoffensively, into some colleague who has committed a slight parliamentary or grammatical blunder.

He is a member of the big, downtown Rotary Club in Dallas. He was, through a hectic period, president of the Bluff View association, a home improvement organization. He was president of the first Dad's club in Dallas, and of the Associated Lumbermen's Credit Corp. Like most businessmen, he has served in all manner of civic drives.

The Oldham residence is a white two-story house in the Bluff View area, one of the highest in elevation in Dallas. It was formerly an English cottage, having been remodeled in 1941 under contract when carpenters were 75 cents per hour. "Windy" now thinks it was a mistake to make over the English cottage.

There are two children and two grandchildren. The daughter, Mrs. Steve Dunning, resides next door with husband, son, and daughter. The son, Winfield B. Oldham Jr., unmarried, assistant secretary of the firm and in charge of the nearby Garland, Texas, yard, lives at home.

"Windy" has a philosophy of doing business that Oldham Lumber has lived with consistently. The substance of this philosophy can be wrapped up in a paragraph, to wit:

"I have always believed in handling quality materials, with the business based on quality and service, rather than price. Naturally, I cling to the firm belief that a yard must make a reasonable profit to stay in business. But, I also believe that a lumber yard deserves to be in the picture only if it renders a service. So, by my concept, a lumber yard is primarily a service institution.

"And I believe, and know from experience, that a yard must be in position to deliver the right material at the right place at the right time. Being prepared to do just that has brought us many, many large orders."

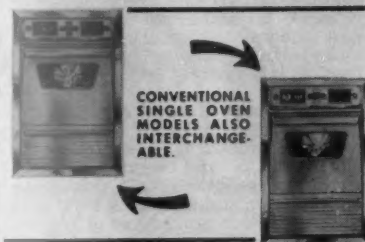
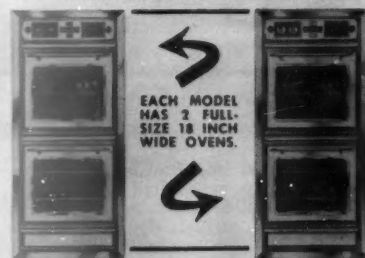
This philosophy of doing business must be sound. As a result of it, net worth of the Oldham Lumber Co. is now six times greater than it was when the second of the two founders died.

FOLLOW THE LEAD OF THE MANY DEALERS NOW SELLING

Modern Maid

THE COMPLETE LINE OF INTERCHANGEABLE BUILT-INS

Featuring the FIRST AND ONLY GAS DOUBLE OVEN WITH INFRA-RAY COOKING!



MODERN MAID IS ADVERTISING TO YOUR PROSPECTS IN THESE PUBLICATIONS: PRACTICAL BUILDER, AMERICAN BUILDER, JOURNAL of HOME BUILDING, HOUSE & HOME

Send prices and folder on the 1960 line of Modern Maid Gas and Electric Built-Ins.

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Address _____

City _____ State _____

Distributor ☐ Dealer ☐ Cabinet Maker ☐

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CHATTANOOGA 1, TENNESSEE

HELPFUL BOOKLETS FREE

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104 Wrought Iron Railings, Columns — Four-page catalog shows simplicity and extra advantages of new Phos-Fused adjustable railings. In addition, newest low-cost members of revised column line is described and illustrated. Additional coverage is made on attractive lantern post line. Complete dealer program is also discussed. Versa Products Co., Dept. SBS, Lodi 4, Ohio.

106 Hardboard Uses — A new eight page booklet, "How to Use Weyerhaeuser Hardboards," includes detailed drawings and descriptions on structural practices and principles. Photographs and drawings show uses and application procedures of Weyerhaeuser Weytex, Weylite, and Weybase hardboard in typical new building, remodeling, attic, garage, and farm use. Silvatek Div., Box S, Weyerhaeuser Co., Dept. SBS, Tacoma 1, Wash.

107 Redwood Paneling — Practical technical booklet prepared by John Reno, "Proper Specs for Redwood Paneling," tells how to specify, install, and finish interior paneling for trouble-free service. Pacific Lumber Co., Dept. SBS, 35 E. Wacker Dr., Chicago 1, Ill.

108 Aluminum Siding — Descriptive folder, titled National "Pittsburgh Lock," gives sales pointers and application instructions on low-cost siding with premium features. National Metal Products Co., Dept. SBS, 2 Gateway Center, Pittsburgh 22, Pa.

112 Idea Homes — "Ideas for More Livable Homes" — 16-page, full-color booklet — displays numerous furnishings and decoration possibilities available with Southern Pine. Construction features and interior and exterior furnishing ideas depict versatility of Southern Pine lumber. Special emphasis is placed on joisted floor construction. Southern Pine Assn., Dept. SBS, Natl. Bank of Commerce Bldg., New Orleans 4, La.

113 Decorative Door Lights — Catalog describes and gives specifications for Royalite packaged, glazed flush door inserts, decorative moldings and lights, Royalouvers, and oak thresholds. Southern Door Lite Co., Dept. SBS, 46 Westland Boulevard, S. W., Atlanta 10, Ga.

114 Polyethylene Sheeting — Catalogs, prices, and samples of pure polyethylene sheeting in four thicknesses, widths from 3' to 32', are available from Warp Bros., Dept. SBS, Chicago 51, Ill.

116 Masonry Fill Insulation — Data sheet gives complete information on Zonolite's new water-repellent insulation for concrete block and cavity wall insulation. Tables show reductions up to 50 per cent in heat transfer, resulting in lower heating and air conditioning costs. Zonolite Co., Dept. SBS, 135 S. LaSalle Street, Chicago 3, Ill.

117 Plaster Reinforcement — A 20-page research booklet reports "The Crack Resistant Properties of Gypsum Lath and Plaster Angles Formed by the Intersection of Walls and Walls with Ceilings Reinforced With Various Types of Metal Reinforcement." It shows the superior performance of Keycorner wire mesh. Keystone Steel & Wire Co., Dept. SBS, Peoria 7, Ill.

118 Aluminum Siding — Literature describes and shows Reynolds aluminum Lifeguard weatherboard siding. Siding is available in horizontal and vertical panels and finished in ten baked enamel colors. Reynolds Aluminum Supply Co., Dept. SBS, P. O. Box 1367, Atlanta 1, Ga.

119 Plastic-Finished Panels — Full-color catalog covers Marlite's line of plastic-finished hardboard wall and ceiling panels. It shows a full variety of colors and patterns — Hi-Gloss, Marble Panel, Woodpanel, plank, block, and Korelock. Marsh Wall Products, Inc., Dept. SBS, Dover, Ohio.

120 Asphalt Roofing Materials — Four-page catalog insert gives complete specifications, descriptions of uses, and directions for both cold and hot applications. It covers asphalt roofing and coatings and cements. Lion Oil Co., Asphalt Sales, Dept. SBS, El Dorado, Ark.

121 Fir Plywood Facts — Available to dealers and their employees is a 48-page pocket-size fir plywood guide which includes basic grade-use data, advantages, and much "know-how." Douglas Fir Plywood Assn., Dept. SBS, 1119 A Street, Tacoma 2, Wash.

122 Plastic Water Putty — Catalog sheet shows home uses for Durham's Rock-Hard water putty, explains how to color it, and lists types of customers who find it "indispensable." Donald Durham Co., Dept. SBS, Box 804-0, Des Moines, Iowa.

123 Recessed Oven and Range Units — A full-color brochure gives information and specifications for Modern Maid built-in ovens and top units. It includes distributor propositions to dealers of sales display space and salesmen who call on builder trade. Tennessee Stove Works, Dept. SBS, Chattanooga 1, Tenn.

125 Masonry Wall Reinforcement — Bulletin gives specifications and shows Dur-O-wall masonry wall reinforcement with cavity, bonded, coursed, or stacked course masonry wall, and wall with plaster. Dur-O-wall, Products of Alabama, Inc., Dept. SBS, P. O. Box 5446, Birmingham 7, Ala.

130 Sash Balance and Metal Weatherstrips — Southern Metal's one-piece sash balance and weatherstrip is described and illustrated in Catalog 57J. Catalog 57B has pictures and specifications for a complete line of thresholds and weatherstrips. Southern Metal Products Corp., Dept. SBS, 1775 Airways Blvd., Memphis 14, Tenn.

137 Builder Products — Fully-illustrated 32-page booklet describes complete line of Insulite building materials, including sheathing, primed siding, roof deck, shingle backer, ceiling tiles, interior wallboards, hardboards, and insulating wool. Also, handy application tips are offered. Insulite Division, Minnesota & Ontario Paper Co., Dept. SBS, 500 Investors Building, Minneapolis 2, Minn.

139 Steel Frame Buildings — Twelve-page brochure shows standard sizes, details, accessories, and varied uses of Dixisteel rigid-frame and Lo-line buildings. It also presents all-steel canopy units for shelter or display uses. Atlantic Steel Co., Dept. SBS, P. O. Box 1714, Atlanta 1, Ga.

144 Self-Sealing Asphalt Shingles — Color folder describes and illustrates Ruberoid's self-sealing asphalt strip shingles. Special sealing agent reportedly is factory fused to each shingle, with sun's heat activating sealant and securely sealing each shingle. Written wind-warranty against blow-offs. Ruberoid Co., Dept. SBS, 500 Fifth Ave., New York 36, N. Y.

145 Western Lumber Sources — A 48-page booklet gives mill personnel, capacity, and facility information on mills producing Douglas fir, West Coast hemlock, Western red cedar, and Sitka spruce lumber. West Coast Lumbermen's Assn., Dept. SBS, 1410 S. W. Morrison Street, Portland 5, Ore.

150 Fiber Roof Coating — "The Easy and Low Cost Way to Repair and Renew Roofs" is a folder covering the uses of Gardner asphalt-asbestos roof coating. Gardner-Martin Asphalt Corp., Dept. SBS, P. O. Box 5776, Tampa, Fla.



INFORMATION CENTER

BOOKLETS • NEW PRODUCTS • ADVERTISEMENTS

Help yourself to free literature and more details on any products or advertisements in this issue.

Instead of writing a dozen different manufacturers for free literature and more information on new products, just insert in the appropriate space provided on one of these postage-free cards the key numbers of the items in which you are interested, and drop the card in the nearest mail box.

Use the cards also to get details on any advertisement—just insert the name of the company and page number in the space provided.

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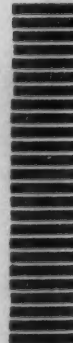
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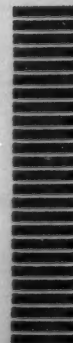
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ATLANTA 8, GEORGIA



151 Wood Shutters and Doors — Descriptive catalog shows beauty, quality, and outlines profits on Wing-Line Fit 'n' Finish shutters, Wing-Crest interior shutters, and Wing-Line Shutterfold doors. Sam A. Wing Co., Inc., Dept. SBS, 5035 Willis Avenue, Dallas 6, Texas.

152 Wood Paneling — Full-color brochures and a folder illustrate and describe plywood, Ripplewood, and California redwood wall paneling. Georgia-Pacific Corp., Dept. SBS, Equitable Building, Portland 4, Ore.

154 Metal Building Products — Catalog 57 gives specifications and shows uses of Vestal fireplace circulators, dampers, accessories, steel lintels, bridging, wall ties, mortar boxes, garbage receivers and access doors. Vestal Manufacturing Co., Dept. SBS, Sweetwater, Tenn.

159 Aluminum Nails — Colorful folder includes A.I.A. file giving specifications on Nichols Never-Stain aluminum nails in the complete line of 24 types. Packing data and individual use applications also are included. Nichols Wire & Aluminum Co., Dept. SBS, 1725 Rockingham Road, Davenport, Iowa.

160 Builders Hardware — Colorful "All Through the House" brochure features Dexter locksets for every door in the house, plus screen and combination door locks, door closers and matching cabinet hardware. Dexter Lock Div., Dexter Industries, Inc., Dept. SBS, 1601 Madison Ave., Grand Rapids, Mich.

163 Window Glass — A 16-page booklet describes and illustrates the L. O. F. process of drawing flat sheet glass, the types and general uses, and gives selection and physical specification data. Booklet also shows dealer sales aids, dimensions for constructing display-storage racks, and gives pointers for glazing and proper cutting of glass. Libbey-Owens-Ford Glass Co., Dept. SBS, 811 Madison Avenue, Toledo 1, Ohio.

165 Asphalt Shingles — Color-illustrated catalog gives descriptions and specifications for Barrett asphalt shingles, asbestos-cement sidings, prepared roofing, protective products, and insulation products. Individual folders are available on Ever-Fast shingles and wide-tab Ranchline asphalt shingles. Barrett Division, Allied Chemical Corp., Dept. SBS, 40 Rector Street, New York 6, N. Y.

167 Spun Wool Insulation — Literature is available explaining the advantages and savings in the use of insulation with improved Insulaire Spun Wool. Made by a new mineral fiber process, the permanent mineral wool insulation comes in fully guaranteed bags or tubes in standard and odd sizes. Industrial Products Co., Inc., Dept. SBS, Mt. Pleasant, Tenn.

168 Wood Specialty Products — Literature containing information about Bradley-Southern wood products is now available. Trim, moldings, thresholds, panels, stair treads, and flooring in oak and pine are covered.

Unit wood blocks in beech and pecan are also produced by the company. Bradley-Southern Division, Potlatch Forests, Inc., Dept. SBS, Warren, Ark.

172 Modern Wood Paneling — Colorful literature describes Long-Bell's varieties of Flakewood paneling for quality interiors, and Ven-O-Wood paneling species. Other brochures show hardwood plywood featuring Super Satin-Surface, and Long-Bell Flakewall. Long-Bell Div., International Paper Co., Dept. SBS, Longview, Wash.

173 Vitrified Clay Pipe — Circular describes the Oconee wedge lock, a factory-made plastic joint that reportedly snaps together instantly. Information also is available on Oconee's line of burned clay products, including vitrified clay pipe, vitrified clay fittings, vitrified flue liners, drain tile, and face brick. Oconee Clay Products, Dept. SBS, Milledgeville, Ga.

174 Aluminum Weatherstrip — Literature is available describing the efficiency and durability of Meta-Lane weatherstrip on window units. Meta-Lane reportedly never loses its resilient weather-tightness, will not corrode or wear, will not discolor masonry or woodwork, and always keeps windows operating freely. Monarch Metal Weatherstrip Corp., Dept. SBS, 6343 Etzel, St. Louis 4, Mo.

175 Fiberglass Panels — Promotion material, including newspaper mats, displays, booklets, folders, posters, and streamers for plasticated panels and Barclite fiberglass panels are now available from Barclay Manufacturing Co., Inc., Barclite Corp. of America, Dept. SBS, Barclay Building, New York 51, N. Y.

176 Gypsum Wallboard — Description of Bestwall fireproof gypsum wallboard — reinforced with glass fibers for simpler application, clean scoring and snapping, and crack resistance — is included in material offered by Bestwall Gypsum Co., Dept. SBS, Ardmore, Pa.

177 Drawer Slides — Information regarding KV drawer slides is available. Five slides, ranging from the lightweight extension slide to the extra heavy-duty model, are described. The slides are said to be so constructed as to prevent drawers from sagging or sticking. Knap & Vogt Manufacturing Co., Dept. SBS, Grand Rapids, Mich.

178 Roofing Shingles — Based on just ten colors, the "Color-Tuned" line of roofing shingles is the subject of informative material offered by the manufacturer. Such advantages as reduced inventory, freeing capital, and faster sales are pointed out. Certain - teed Building Products Corp., Dept. SBS, Ardmore, Pa.

179 Redwood Lumber Products — Dealers may obtain informative literature concerning Noyo redwood sidings and moldings. The company prides itself on careful milling, shipping, and high quality maintenance of its certified KD, treated, or natural redwood. Union Lumber Co., Dept. SBS, Fort Bragg, Calif.

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180 White Fir Lumber — Details on kiln dried TW&J white fir lumber are available, covering its qualities, uses, sizes, and delivery information. Information also covers TW&J white fir lineal moldings and flush door cut stock. Tarter, Webster & Johnson, Inc., Dept. SBS, P. O. Box 3498, San Francisco 19, Calif.

182 Millwork Products — Information concerning all types of millwork products—Satin Seal door and window units, by-passing and pocket door frames, windows, frames, louver doors and blinds — may be obtained from the Huttig Sash & Door Co., Dept. SBS, St. Louis 10, Mo. Also catalogued are addresses of representatives, assembly plants, and warehouses.

183 Fireplace Units — Construction information is available for five Heatform models of various sizes — each reported to accommodate any design of single or multiple opening fireplace. Also available at nominal cost is a 52-page book containing information about 88 Heatform fireplace designs selected from national competitions. Superior Fireplace Co., Dept. SBS, 4325 Artesia Avenue, Fullerton, Calif.

185 Extra-White Cement — Information on uses, advantages, and specifications of Trinity White portland cement — claimed to be the whitest of all cements — is available from Trinity White Division, General Portland Cement Co., Dept. SBS, Chicago, Ill.

186 Millwork Products — Information concerning manufacture, treatment, finger jointing, and shipping of its standard items, plus moldings, interior trim, and glued panels, is available from the Ralph L. Smith Lumber Co., Dept. SBS, Anderson, Calif.

188 Cedar Shakes and Natural Stone — Twenty-page book shows how Shakertown cedar shakes and silvara natural stone add beauty and charm to any architectural style. Shows various applications of cedar sidewall shakes, genuine silvara stone, handsplit cedar roof shakes. Stone can be used on interiors or exteriors. Shakertown Corp., Dept. SBS, 20310 Chagrin Blvd., Cleveland 22, Ohio.

191 Shellac and Primer — Folder gives description and simple instructions for using Fulton Pure Shellac to finish new or scraped floors, to finish unpainted furniture, cabinets, paneling, shelving, and to prime and seal walls and woodwork. It also describes Fulton Q-Dee Prim-

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er — said to prime, seal, and kill stains on any type surface. Fulton Chemical Co., Dept. SBS, Sumter, S. C.

192 Window, Door Screen Frames — "Manufacturing Methods and Assembly Order Manual" gives step-by-step illustrated information on Alumina-Fab window and door screen frames. Detailed specification sheets are included on aluminum window and screen door frame and accessories, aluminum combination storm window materials, triple-track and triple-tilt storm window materials, and aluminum storm door frames and accessories of the Southeastern Tool & Die Co., Dept. SBS, P. O. Box 263, Birmingham 2, Ala.

195 Builders' Lock Information — A new eight-page "Builders Booklet" No. 688 illustrates beauty, convenience, and dependability of Schlage locks. It includes complete selection of lock and escutcheon designs, exploded views of lock assemblies, and concise installation instructions. Schlage Lock Co., Dept. SBS, P. O. Box 3324, San Francisco 19, Calif.

198 Plywood Sales Aids — Williamette Valley Lumber Co. offers folders describing dependability and other features of Teco-tested plywood. One folder shows all Teco grade stamps, giving uses. Additional folders feature other Williamette products. Williamette Valley Lumber Co., Dept. SBS, Dallas, Ore.

205 Sash Hardware — Illustrated catalog available to dealers includes basic material on sash hardware. Grand Rapids Hardware Co., Dept. SBS, 560 11th St., N. W., Grand Rapids 2, Mich.

207 Aluminum Louvers — Details contain specifications on complete line of aluminum and galvanized LoManCo louvers. Catalog also contains information on aluminum window shutters, adjustable closet rods, and exhaust fan vent hoods. Louver Mfg. Co., Dept. SBS, 3603-SB, Wooddale Ave., Minneapolis, Minn.

208 Hardware Brochure — Fourteen page brochure features eye-catching exterior and interior hardware installations to help home-owner-builder select proper decorative and functional pieces. Full-color illustrations simplify selection of correct hardware for various architecture. Medalist Hardware Div., National Lock Co., Dept. SBS, Rockford, Ill.

209 Roof Truss Hardware — Advan-

tages available in United Truss hardware are outlined in a booklet, furnished on request, detailing all popular-size trusses. Truss Connectors of America, Dept. SBS, 7100 Coral Way, Miami 55, Fla.

211 Sliding Door Hanger — Catalog sheet describes firm's revolutionary Micro-Cam hanger for sliding doors, said to be first and only low cost sliding door hanger to provide easy adjustment for plumbing or leveling sliding doors. John Sterling Corp., Dept. SBS, Richmond, Ill.

213 Fiber Pipe — Three booklets are offered, one each on bituminized fiber pipe, fiber duct, and fiber forms. Sizes, weights, plus pictures and blueprints for installations, give complete information on products applicable to farm, industrial, or residential usage. Sonoco Products Co., Dept. SBS, Hartsville, S. C.

214 Polyethylene Film — Brochure features barrier film of virgin polyethylene — said to be tough, lightweight, durable, resistant to tearing, permanently flexible, and resistant to chemical attack. Reportedly it can be used for dust partition over sub-flooring, heat loss barrier, waterproof wrapping, drop cloths, protective canopies, closing-in breezeways, and winterizing porches. Also contains specifications and application information. Gering Plastics Div., Studebaker - Packard Corp., Dept. SBS, Kenilworth, N. J.

215 Aluminum Screen Doors — Literature and prices available describing low-priced all-aluminum screen door, Jayhawker Model 50. Door complete with kickplate, two push-bars, hinges with oilite bushings, and top-quality knob latch. Most important feature is ease of installation. Anyone reportedly can hang Model 50 Jayhawker in short time, whether experienced or not. Modern Products, Inc., Dept. SBS, 1031 W. Kansas Ave., McPherson, Kan.

216 Ornamental Iron — Complete catalog shows both custom design and stock railing and design in wrought iron work. Illustrated in detail to show intricate designs in lacy filigree, friezes, etc. Practical charts for builders give support loads, specifications, and other pertinent data. Excellent for smaller companies who cannot stock supply of ornamental wrought iron. Davis Iron Works, Dept. SBS, P. O. Box 7335, Waco, Tex.

217 Fiberglass Panels — Free kit contains complete outline of "dollars-to-dealers" advertising program for Filon fiberglass panels. Describes Filon's dealer promotional plans, available sales literature, and display material. Complete guide to Filon "Class A" dealer profits. Filon Plastics Corp., Dept. SBS, 333 N. Van Ness Ave., Hawthorne, Calif.

218 Closet Fronts — Brochure gives various closet front designs, specifications, and other information pertinent to installation. Precision Parts Corp., Dept. SBS, 400 N. First St., Nashville 7, Tenn.

219 Wood Bow Window — Window fully described in booklet, with complete construction details and Simplified Selector Chart included. Ten standard sizes usable in all types of construction. Standardization, mass production, and exclusive Marvel-Lok joint makes this window easy to install and inexpensive to buy. Lee Millwork Corp., Dept. SBS, P. O. Box 506, Fairlawn, N. J.

220 Polyethylene Film — Folders describe and illustrate varied construction and farm uses of Durethane polyethylene film. Durethane is available in three thicknesses, up to 40' in width. Koppers Co., Inc., Durethane Plant, Dept. SBS, 7001 W. 60th St., Chicago 38, Ill.

221 Indoor-Outdoor Particleboard — "Par-Wood" interior particleboard is described as versatile, new indoor work horse in illustrated brochures. Shows uses for finished or unfinished products. Literature also available on wood flooring tile, wood floor underlayment, all-weather exterior board and duo-faced paneling. Pacqua, Inc., Dept. SBS, P. O. Box 78, Dillard, Ore.

222 Cabinet Hardware — Matched sets of cabinet hardware shown in full color in No. 215 catalog. Assortment of knobs, pulls, hinges, and catches shown in variety of finishes. Catalog arranged so that hardware is grouped by function. Also included is convenience hardware, such as bottom mounting, center mounting, side mounting drawer slides, disappearing and revolving shelf hardware. Amerock Corp., Dept. SBS, Rockford, Ill.

224 Roof Deck Systems, Plaster Product — Eight-page brochure gives details, diagrams and technical data on Zonolite roof deck and roof insulating systems. Contains complete specifications covering proper application on decks. Another eight-pager describes application, specifications, and general product information on plaster products, including plaster aggregate, acoustical plaster, and MonoKote, direct-to-steel fireproofing product. Zonolite Co., Dept. SBS, 135 S. LaSalle St., Chicago 3, Ill.

226 Aluminum Windows — Brochure gives full information, including installation details, on Series 400 integral fin trim, self mulling single hung aluminum window. Manufactured in all A.W.M.A. standard sizes, Alenco Series 400 window is F.H.A.- and V.A.-approved, carrying quality-approved label of Aluminum Window Manufacturers Assn. Albritton Engineering Corp., Dept. SBS, P. O. Box 31, Bryan, Texas.

227 Aluminum Products — Twenty-six page catalog lists complete line from siding to windows, doors and accessories, giving detailed specifications, sizes and colors. This includes the exclusive Imperial self-storing, prehung storm-screen door and Imperial versa-tilt storm-screen window. Also part of catalog is cooperative advertising plan, showing mats available. WEPCO, Dept. SBS, P. O. Box 45, Litchfield, Ill.

228 Waist-Style Apron — Brochure

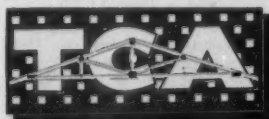
contains information on waist style apron No. 112. Reportedly made of durable duck, triple-stitched. Big flared pockets for plenty of hand room and ad printed in black or color choice bring added features. L. M. Crow Co., Dept. SBS, P. O. Box 1159, Waco, Texas.

232 Bathroom Vanities — Material includes descriptive literature on Sunrise, Rainbow and Decorator models. Actual pictures, plus sketches and detailed specifications, prominently featured. With exterior surface in Formica, Micarta, or equal, product reportedly offers color, beauty and utility at prices comparable to wood. Topform, Inc., Dept. SBS, New Orleans, La.

233 Wall Panels — Exa-Bord with HSC (Hard Seal Color) is hard, flexible, waterproof, plastic-finish wall paneling. Available in five patterns — tile, woodgrain, linen and lintel, starlite, and zodiac. Brochure features full-color photos and sketches of various applications, as well as specification data. Deka Corp., Dept. SBS, P. O. Box 8026, Station F, Atlanta 6, Ga.

234 Door Hardware — Brochure features sound-conditioned Kennatrack gliding door hardware for interior gliding doors and folding doors, plus packaged units and full line of accessories. Contains illustrations, typical methods of installation, and architects specifications for different series. Kennatrack Corp., Dept. SBS, Elkhart, Ind.

235 Self-Storing Storm Doors — Literature describes new aluminum self-storing combination storm-screen door, fast-selling lumberyard item in both new construction and home improvement departments. Insulating glass sash raises and lowers at finger-tip touch. Manufacturer claims year-around insulation, plus convenient between-season ventilation. Comes plain or pre-hung. Gallatin Aluminum Products Co., Inc., Dept.



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Mo-7-1081-Miami, Florida

Sales Office & School

4010 N. WESTSHORE, TAMPA, FLA.

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SBS, Gallatin, Tenn.

236 Hardboard — "A Pig in a Poke Is Not for You" is new 14-page brochure outlining three-fold benefits of quality, dependability, and service which accrue to building material dealers and manufacturers who use brand-name "American-Made" hardboard in preference to unknown imported hardboard. American Hardboard Assn., Dept. SBS, 205 W. Wacker Dr., Chicago 6, Ill.

237 Timber Fabrication — "Rosboro Timber Fabrication" is illustrated brochure which tells story of Rosboro Lumber Co. and its step-by-step fabrication of lumber. Rosboro Lumber Co., Dept. SBS, Springfield, Ore.

238 Floor Tile — Brochures, sample boards and display pieces feature Misceramic's complete line of floor and wall tile, trim, accessories, adhesives, grout and tools. Misceramic Tile, Dept. SBS, Cleveland, Miss.

239 Painters' Tools — Carded painters' tools are vacuum-packed in transparent plastic for minimum trouble. Two money-making displays available — one for floor, one for counter — showing painters' cutlery, wood scrapers, glass cutters, linoleum knives, etc. Red Devil Tools, Dept. SBS, Union, N. J.

240 Gang-Nail Connectors — Three-page colored brochure explains how roof truss can be made in 20 seconds without bolts, glue, or hand nailing. Labor saving Gang-Nails are applied by "squeeze" action of 28-ton air press delivering uniformity and rigidity. Gang-Nail Sales Co., Inc., Dept. SBS, 7525 N. W. 37th Ave., Miami 47, Fla.

241 Kitchen Cabinets — Four-page brochure features birch cabinet lines. Drawings show each cabinet available, with specific dimensions. Kitchen Kompact, Inc., Dept. SBS, Jeffersonville, Ind.

242 Roofing Shingles — Bird Wind Seal roofing shingle is featured in new 12-page, four-color brochure. Advantages of Wind Seal's self-sealing performance and rugged, thick-butt construction are pointed out with graphic proof of their stick-down in hurricane, with life-time roof grip. Bird & Son, Dept. CD-SBS, East Walpole, Mass.

243 Aluminum Railing — Descriptive literature shows anodized aluminum railings and columns that can be made with very little labor from lineal railing program. Superior Aluminum Products, Inc., Dept. SBS, Box 1442, Youngstown, Ohio.

Availability of Mortgage Money

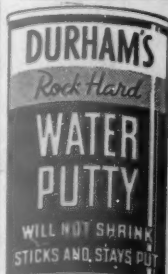
A continued increase in the availability of residential mortgage funds for the remainder of 1960 is predicted by J. Stanley Baughman, president, Federal National Mortgage Assn. So far this year, mortgage loans have totaled \$8.2-billion, or about \$1-billion less than during the same period in 1959.

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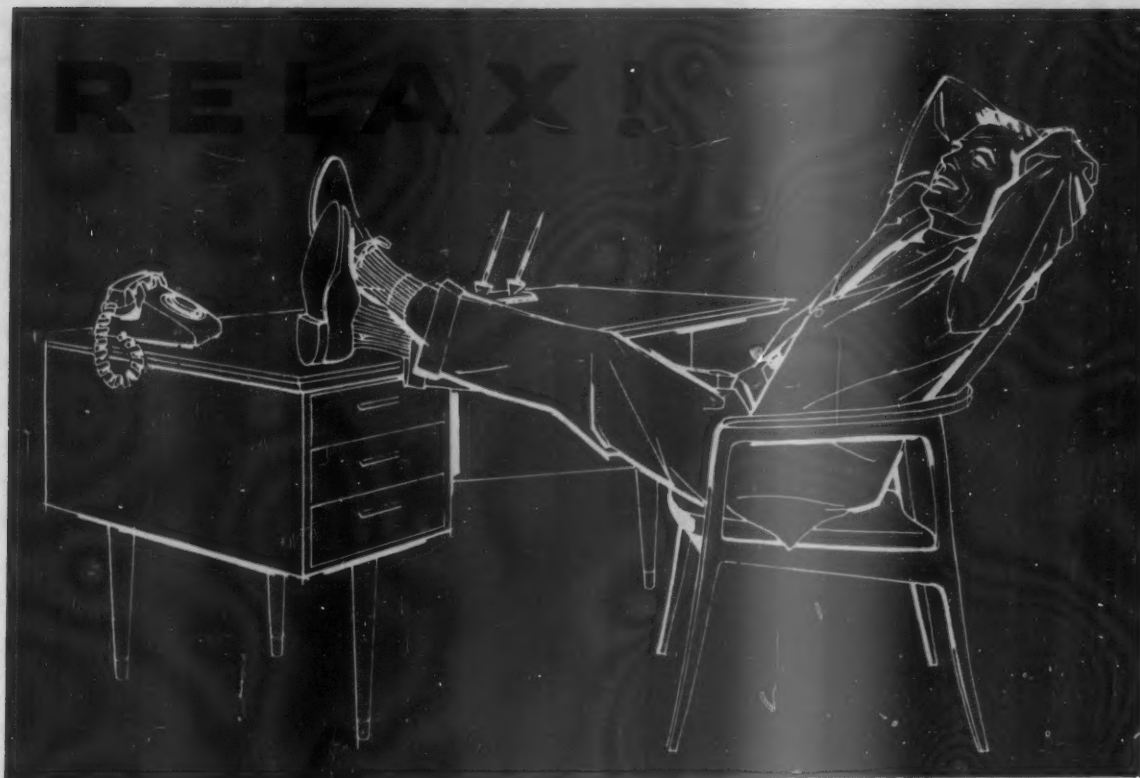
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INDEX OF ADVERTISERS

A	Allied Chemical Corp., Barrett Division	*	M	Mafftex Insulation Board Sales Co., Inc.	*
	Allison Lumber Co., American Hardboard Institute	*		Majestic Company, Inc.	*
	American Screen Prods. Co.	*		Marsh Wall Products, Inc.	*
	American Vermiculite Co., Inc.	66		Masonite Corporation	*
	Amerock Corp.	24, 25		Master Metal Strip Service, Inc.	*
	Andersen Corp.	24, 25		Minnesota & Ontario Paper Co., Insulite Div.	*
	Arkla Air Conditioning Corp.	*		Misceramic Tile Co.	*
	Armstrong Cork Company, Building Products Div.	17, 18, 19		Modern Products Co.	*
	Atlantic Steel Company	25		Monarch Metal Weatherstrip Corporation	6
B	Barclay Mfg. Co., Inc.	*		M W Distributors Inside Back Cover	
	Barclite Corporation of America	*	N	National Hardware Corp.	*
	Barrett Division, Allied Chemical Corp.	*		National Lock Co.	*
	Bellwood Co., The	*		National Metal Products Co.	*
	Bestt Rollr, Inc.	*		National Mfg. Co.	*
	Bestwall Gypsum Co.	Back Cover		National Retail Lumber Dealers Assn.	*
	Bradley-Southern Division	*		National Screen Co., Inc.	*
	Brimble Brothers Lumber Co.	66		Nichols Wire & Aluminum Co.	*
C	Caldwell Mfg. Co.	*	O	Oconee Clay Products Co.	*
	CARADCO, Inc.	*	P	Pacific Lumber Co.	14, 15
	Celotex Corp., The	*		Pacific Plywood Co.	*
	Central Warehouse Corp.	Inside Front Cover		Pacqua Division	*
	Certain-teed Prod. Corp.	*		Panelboard Mfg. Co., Inc.	*
	Classified Ads	77		Plywall Prods. Co., Inc.	*
	Cole Mfg. Co.	11		Ponderosa Fine Woodwork	*
D	Dant and Russell	62, 63		Potlatch Forest, Inc.	*
	Davis Iron Works	63		Precision Parts Corp.	*
	Dealers Warehouse Corp.	Inside Front Cover	Q	Quaker State Metals Co.	*
	Deka Corporation	*	R	Red Devil Tools	*
	Desmond Bros.	*		Republic Steel Corporation	*
	Dexter Industries, Inc.	*		Reynolds Aluminum Supply Co.	*
	Dierks Clay Mfg. Co., W. S.	61		Rock Island Millwork Co.	*
	Dierks Forests, Inc.	76		Roseboro Lumber Co.	50
	Donald Durham Company	28		Ruberoid Co.	*
	Donley Bros. Co.	*		Ruberoid Div.	*
	Douglas Fir Plywood Assn.	32, 33		Ruberoid Co., Trade-Dealer Program	*
	Duo-Fast	*		Rudiger-Lang Co.	*
	Dur-O-wal, Division, Cedar Rapids Block Co.	*	S	Santiam Lumber Co.	*
E	Evans Rule Co.	*		Schlage Lock Co.	*
F	Fastener Corporation	*		Shakertown	*
	Fastway Fasteners, Inc.	*		Smith Chemical Works, Inc.	*
	Filon Plastics Corp.	*		Geo. B.	*
	Flintkote Co., The, Building Materials Division	*		Smith Lumber Co., Ralph L.	74
	Flintkote Building Materials, a Div. of The Flintkote Co.	*		Sonoco Products Co.	9
	Float-Away Door Co.	1		Southeastern Tool & Die Co.	*
	Formica Corp., The	*		Southern Coatings & Chem. Co.	*
	Fry Roofing Co., Lloyd A.	*		Southern Door-Lite Co., Inc.	*
	Fulton Chemical Co.	*		Southern Metal Products Corp.	5
G	Gang Nail Sales Co.	74		Southern Pine Assn.	*
	Gardner-Martin Asphalt Corp.	84		Southern Sash Sales & Supply Co., Inc.	*
	General Tire & Rubber Co.	*		Southwest Forest Industries	81
	Georgia-Pacific Corp.	*		Sterling Corp., John	4
	Gering Plastics, Inc.	26		Sterling Factories	4
	Grand Rapids Hardware Co.	*		Sun Studs	*
	Grant Pulley & Hardware Corp.	*		Superior Aluminum Prods., Inc.	*
H	Hassinger Wholesale Co., Inc.	Inside Front Cover		Superior Fireplace Co.	*
	Homasote Co.	*	T	Tarter, Webster & Johnson, Inc.	37
	Huttig Sash & Door Co.	*		Teco Plywood	*
	Hyde Mfg. Co.	*		Tennessee Coal, Iron & Railroad Div., U. S. Steel Corp.	*
I	Independent Nail & Packing Co.	*		Tennessee Stove Works	67
	Indiana Lumbermen's Mutual Insurance Co.	*		Trinity White Div., General Portland Cement Co.	*
	Industrial Products Co., Inc.	*		Truss Connectors of America	73
	International Paper Co., Long-Bell Div.	2	U	Ualco Aluminum Windows	*
	International Paper Co., Wood Preserving Div.	65		Union Lumber Co.	*
	Insulite Division of Minnesota and Ontario Paper Co.	*		U. S. Gypsum Co. (Glatex)	27
J	Johns-Manville, Inc.	*		U. S. Plywood Corp.	*
	Johnson Co., C. S. (Koehring Subsidiary)	*		United States Steel Corp., Tenn. Coal, Iron & Railroad Div.	*
K	Kennatrack Corp.	*	V	Vancouver Plywood Co.	23
	Keystone Steel & Wire Co.	*		Versa Products Company	*
	Kitchen Compact, Inc.	*		Vestal Manufacturing Co.	*
	Knap & Vogt Mfg. Co.	*		Vulcan Metal Products, Inc.	21
	Koppers Co., Inc.	*	W	Wabash Screen Door Co.	*
	Polyethylene Div., Durethane Wood Preserving Div.	11		Want Ads	78
	Kordite Company	*		Washington Steel Prods., Inc.	*
L	Lee Millwork Corp.	*		Weather-Proof Co.	*
	Libbey-Owens-Ford Glass Co.	*		West Coast Lumbermen's Assn.	7
	Lion Oil Co., Asphalt Products Div.	*		Western Pine Association	*
	Louver Manufacturing Co.	*		Western Veneer & Plywood Co.	*
		*		Weyerhaeuser Co., Lumber & Plywood Div.	28, 29
		*		Wilhold Glues, Inc.	*
		*		Willamette National Lumber Co.	*
		*		Willamette Valley Lumber Co.	*
		*		Windsor Industries, Inc.	64
		*		Wing Co., Inc., Sam A.	*
		*	Z	Zonalite Company	*
		*		Zuber Lumber Co.	*



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for 7 weeks"**

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